NOVEMBER 4, 1957 THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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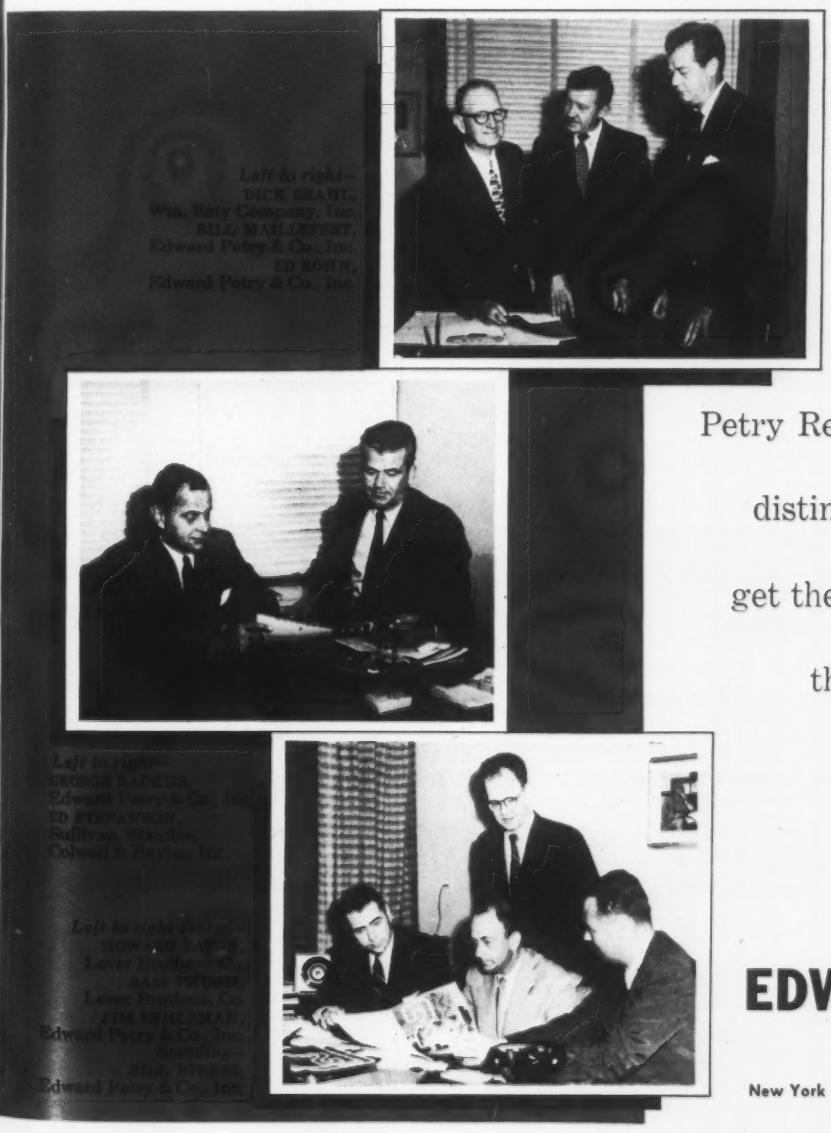


Sit down with your Petry Representative, as these distinguished men are doing, and get the full story... the true story of today's

NIGHTTIME RADIO

Radio Division

EDWARD PETRY & CO., INC.

The Original Station Representative

New York • Chicago • Atlanta • Boston • Detroit • Los Angeles • San Francisco • St. Louis

WHEELING: 37TH* TV MARKET

*Television Magazine 8/1/57

One Station Reaching The Booming Upper Ohio Valley

No. 1 OF A SERIES
STEEL

WHEELING STEEL CORPORATION

Operates eleven plants producing over two million net tons of steel ingots processed into pipe, tin and black plate, steel sheets and many by-products. Fifteen thousand earn in excess of 90 million dollars annually. In 1958, the culmination of a 250 million dollar expansion program. Wheeling Steel—another dynamic factor in this spiraling market where 1½ million people spend over 2 billion annually. WTRF-TV influences these 425,196 TV homes with penetrating impact!

"Wheeling Steel is my job—has been for twelve years. I'm just one of 15,000 workers proud to be part of this 'mine-to-market' operation. It's hard work but we make good money and buy what we want. I get through at 3 and I'm ready to relax. WTRF-TV offers me and the wife the major part of our enjoyment. Of course, our five year old son is an important part of our family picture, too!"

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL

TERRE HAUTE

is Indiana's 2nd largest TV Market!

CBS, NBC, and ABC
Television Networks

251,970

TV HOMES IN THE
WTHI-TV VIEWING AREA

NCS NO. 2 STUDY

TERRE HAUTE, INDIANA

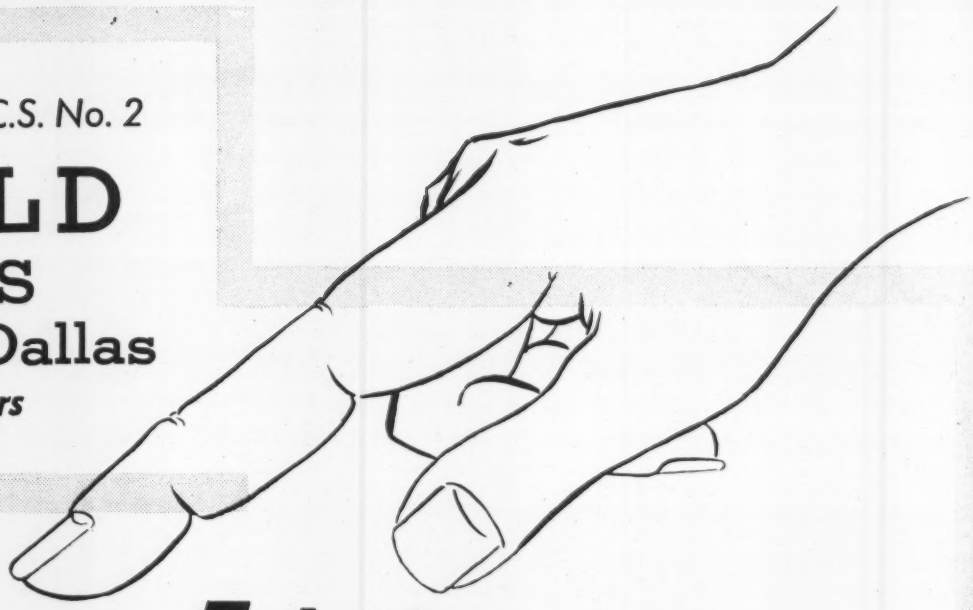
BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.-CBS-TV

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

NOBODY FOR BARTER • Barter found no champions among national advertisers attending radio-tv workshop session during Assn. of National Advertisers' annual meeting last week (story page 27). Though workshop was closed, it's understood participants were asked whether any was using tv on barter deals. No hand rose. Finally one advertiser said he'd tried it in past but would never again because, in effect, when he was trying to reach children's audience he found he was getting spots at 11 p.m., and when he was after adult audience he was in 5 p.m. time.

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Allen B. DuMont Labs reportedly is nearing completion of prototype color set incorporating Lawrence single-gun color tube. DuMont has been working on set design for about year, is licensed by Chromatic Television Labs (50% owned by Paramount Pictures) for research and development on project.

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HOMESTRETCH • After dozen years on docket, so-called clear channel case is reaching point of decision by FCC, with fourth special meeting scheduled for today (Monday). Although more sessions may be necessary, present outlook is for: retention of most of 24 clear channels now listed as Class I-A (fully clear); reduction of six to eight I-A's to I-B's (duplicated clear), notably those in New York-New England area as well as KFI (640 kc) Los Angeles and possibly outlet or two in Chicago; no breakdowns of clears into regionals or locals, with prospects thus remote for increased hours of operation for daytimers.

•

One knotty question in final determination of clear channel case is whether rule-making hearings will be necessary on applications of certain I-A's to increase power from present 50 kw maximum to 750 kw. Attitude of FCC appears to be that those stations which do not increase power cannot justify retention of I-A status and that such channels would be vulnerable to breakdown to I-B operation.

•

PERSONAL INTERVIEWS • FCC continues to have its Moulder Committee problems. Although Commission had advised Chairman Morgan Moulder (D-Colo.) that it could not answer questionnaire on gifts, entertainment, meals and like received from licensees, applicants or practitioners, individual members are being interviewed on identical questions by Baron J. Shacklette, chief investigator of House Committee on Legislative Oversight. Mr. Shacklette, one of government's ace investigators both during Truman and Eisenhower administrations, personally is interviewing members of Commission and expects to finish rounds this week.

General Motors Corp., Detroit, which is sponsoring two-hour color extravaganza on NBC-TV Nov. 17 titled General Motors' 50th Anniversary Show, *understood to be buying availabilities on stations carrying program, including 10 and 20 second spots before, after and in middle of production. Approximately 60 stations already are lined up and Kudner Adv., New York, is said to be seeking more.*

•

BUILDERS' AID • RCA Broadcast Equipment Div., Camden, N. J., is about to unveil elaborate instruction kit which will educate prospective new radio station owners about everything from getting FCC permit and planning studios to selecting equipment and putting it together to make it work. Detailed instructions cover small, medium and large stations. Kit includes reprints of BROADCASTING magazine stories to supply general background information on industry to many new interests such as local businessmen who are becoming station owners as radio continues its unabated expansion in stations and service.

•

Electronic Industries Assn.'s spectrum study committee (see page 90) got off to running start immediately after formation of top-drawer committee. Five-man steering group, headed by GE's Paul L. Chamberlain, met Thursday with military officials in Washington and on Friday with upper echelon officials of Office of Defense Mobilization action. Talks were informal and exploratory, it is said, and amicable.

•

TWO FROM ONE • Clients of Segal, Smith & Hennessey, old established Washington communications law firm, have been informed that effective Jan. 1 firm will split vertically, with one office headed by Paul M. Segal, senior partner, and other to comprise George S. Smith, president of Federal Communications Bar Assn., and Philip J. Hennessey. Clients were told that transaction is being worked out "in the utmost harmony and amity." Mr. Segal will continue practice at present location, with Messrs. Smith and Hennessey to move to new location.

•

Gala presentation being planned by ABN to show off its new all-live programming to advertisers, agencies and newsmen. Being developed by ABN President Robert E. Eastman, presentation will feature principal live entertainers now on network, including Don McNeill, Herb Oscar Anderson, Jim Backus, Jim Reeves, Merv Griffin, Bill Kemp, Johnny Pearson and assorted singers, choral groups, etc. Place and time: New York's Plaza Hotel, 9:30 a.m., Nov. 26.

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REDUCING PLANS • With balloting now in progress on change of name of National Assn. of Radio & Television Broadcasters back to "National Assn. of Broadcasters," new movement is afoot to cut down size of trade association's board of directors from present 45 (with president and secretary-treasurer) to former dimensions of less than half that number. One such proposal points out present board is unwieldy and costs lot of money, and that much of its work could be better handled by small committees.

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Though Radio Television News Directors Assn. officials wouldn't admit it last week, it's sure bet that Frank Stanton, CBS president, will receive annual Paul White memorial award at news directors' annual convention this week in Miami (see story page 90). Award is for advancing cause of broadcast journalism.

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SPREADING OUT • Now that Broadcasters Promotion Assn. has blossomed into full-grown organization in second year (207 members—173 voting, 21 associate, 13 affiliate), serious effort will be made to diversify geographical spread of officers and directors. It's good bet, too, that 1958 convention will be held in Midwest.

•

Agency and CBS-TV executives were meeting in New York last week to decide whether Dick and The Duchess *(Sat., 8:30-9 p.m.) will be retained or another show substituted. Advertisers are Helene Curtis Industries through Gordon Best & Co. and Mogen David wine through Edward H. Weiss & Co., both Chicago. No decision as of Friday.*

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FILM HEDGE • AAP Inc. has withdrawn some of its Warner Bros. feature films and certain Warner Bros. cartoons from approximately 30 major markets. Distributor has called back only those films for which stations have expressed no immediate interest. Action, it's said, does not affect other AAP-distributed product (Warner Bros. library and other features and cartoons). Reason: AAP feels it ought to hold product back for year or more on premise pictures may be worth more because of pay tv or other new developments.

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No applications for FCC pay tv authorizations are expected to be filed for at least another month, if not longer. This is estimate of FCC officials and Washington attorneys representing stations considering applying. First there is mass of detail which must be submitted with application, and preparing this will take long time. Second, and considered even more important, pay tv patent holders must figure out in what markets they want to be operative. Test of each system is limited to no more than three markets. (See SPECIAL REPORT *on toll tv, page 60.)*

Fred Ebener, WOW-TV
Sales Manager

"We wanted to know about Farm TV...

—so we asked the highly regarded Research Division at the Meredith Publishing Company to make a survey for us —
. . . and here are some highlights."

Mal Hansen, WOW-TV Farm Director

33% named WOW-TV Farm Director Mal Hansen their favorite TV Farm personality (the next farm personality was mentioned by only 5%).

- 90% of the farmers within an 80-mile radius of WOW-TV have TV sets
- They depend on TV over newspapers in five of six major categories of farm news and information
- 31% of the farmers named WOW-TV as their favorite station (the next station was mentioned by only 17%)
- Weather, News and Markets programs are a terrific buy. 35% of the farmers watch such programs regularly. This percentage was topped only by "I Love Lucy" and "December Bride".

SURVEY BROCHURE — *Get all the details . . . write for your copy today!*

WOW-TV Channel 6 Omaha

CBS TV

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

IN OMAHA	it's	WOW	and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN	and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's	KPHO	and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's	KCMO	and	KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

ANA Gets Interim Frey Report—Preview of year-long study of agency services and compensation sees need for prompt attention to both client-agency working relationships and methods of paying agencies. Preliminary report, unveiled at ANA convention, to be followed by final report later this winter. Page **27.** Other highlights of ANA meeting. Page **32.**

ADVERTISERS & AGENCIES

Amoco Quits Murrow—Oil company severs long-time association with CBS-TV's Murrow effective 1958, plans realigning tv dollars to spot activity; move also affects regional sponsorship of *Person to Person* by Theo. Hamm Brewing Co. as CBS-TV seeks national advertiser to share tab with Time Inc. Page **50.**

Coty Seeks Recognition—Perfume-toiletries firm discusses doubling tv budget, enter network sponsorship, diversify, in effort to keep up with giant Revlon and its other heavy-spending broadcast-conscious competitors; firm will "test" program sponsorship in Memphis and Columbus. Page **40.**

Breakdown of U. S. Tv Household—Complete report by ARF-Census Bureau gives further insight on the 39.8 million television homes. Page **48.**

More on Warwick & Legler v. Schick—(Continued)—Schick contends "cotton idea" for tv and other ads was not exclusive W&L idea but was conceived first by Grey Adv. Page **44.**

SPECIAL REPORT

The Pay-Tv Ball Still Bounces—Sen. Langer tosses results from his Bartlesville questionnaire into anti-subscription television rhubarb. Page **60.** Rep. Celler and Paul Porter debate toll tv in New York. Page **68.** NBC declines Zenith challenge to publicly argue Sarnoff sentiments; Leitzell asks Chicago Broadcast Adv. Club for time to answer NARTB's Fellows. Page **68.**

Bartlesville Revisited—Two months after Telemovies project gets underway, BROADCASTING goes door-knocking in the Oklahoma community to find out how things are going with the system's backers, what home viewers think of it. Page **64.**

STATIONS

CBS Radio Streamlines O&O Rates—New rate cards eliminate complicated discount structures, show all costs on a round-dollar, net-price-per-unit basis. Page **70.** Picture layout of electronic brain equipment used by CBS Radio in working up new cards and in many day-to-day operations. Page **72.**

FILM

What Percent of 3%?—Tv networks and independent New York tv stations are reported to be in "substantial agreement" with city of New York on the rate of sales tax to be paid on rental of films telecast from New York. One stumbling block: What precise per cent of 3% of film rental costs is equitable? Page **56.**

GOVERNMENT

A Plea Against Must Multiplexing—Withdraw requirement that fm stations must multiplex for functional music operations, WPEN-FM Philadelphia asks FCC. Deadline for multiplexing is Jan. 1, but Philadelphia station says equipment not good enough yet. Page **85.**

OPINION

The Package Is the Backbone of Your Tv Commercial—Jim Nash, designer of world-famous trademarks, tells how product design and presentation means added mileage for the tv advertiser's dollar. He cites some of his more successful face-lifting projects. Page **112.**

Facts—Not Fantasy—Should Dominate Media Presentation—Jeremy Sprague of Cunningham & Walsh explains how sky-blue and baseless claims can harm media presentations. He makes his plea for a more rational approach in the regular MONDAY MEMO series. Page **117.**

The Need for Advertisers to Adjust—McCann-Erickson's Lansing Lindquist reminds ANA delegates that a new maturity in radio-tv imposes a further obligation on the sponsor to iron out certain wrinkles and meet new challenges in using broadcasting. Page **36.**

TRADE ASSNS.

A Stiff Blow Against Courtroom Access—ABA committee recommends retention of controversial Canon 35. However, on two other fronts—Texas and Connecticut—the bar indicates more willingness to allow such broadcast coverage. Page **89.**

Tv Bait Advertising Wanes—Cooperation between Better Business Bureau and NARTB Code Review Board gets results, according to spot-check survey made in 52 cities. Page **91.**

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A time buyer is fortified against distraction in Miami.

One station (WQAM) has 42.1%* of the radio audience

The coming of fall suggests the time may not be far off when you'll be in Miami. In person? Fine. Then you can hear for yourself without distraction why WQAM has made a dramatic runaway since the start of Storz Station programming a year ago. Coming via a time-buy? Hooper says it clearly: WQAM has more than 3½ times the daytime audience of the next station. Latest Pulse, 9-county area Pulse and Trendex show WQAM on top. Don't let old, outdated figures divert you. Talk to Blair . . . or WQAM General Manager Jack Sandler.

*Hooper, 7 a.m.-6 p.m., Monday-Saturday, July-August, 1957

WQAM

. . . serving all of Southern Florida with 5,000 watts on 560 kc . . . and Radio #1 in

MIAMI

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE, OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

AFA Names Committee to Fight Untruthful Advertising Practices

Advertising Federation of America has formed new committee to implement AFA-FTC joint project to combat untruthful advertising practices, to be headed by Felix W. Coste, vice president of Coca-Cola Co., New York.

Committee members reported Friday include: Wallace E. Barker, Stockton-West-Burkhardt Inc., Cincinnati; Lee H. Bristol, Bristol-Myers Co., New York; J. M. Brown, Glenn Adv., Ft. Worth, Tex.; H. K. Crowl, WAVI Dayton, Ohio; J. D. Danforth, BBDO, New York; Anthony Delorenzo, General Motors Corp., Detroit; James S. Fish, General Mills, Minneapolis; Richard D. Furber, Public Utilities Adv. Assn., Minneapolis; Mrs. Telma O'Brecht, Jam Handy Organization, Detroit; Ben Reichert, KVET Austin, Tex.; L. T. Sogard, L. T. Sogard Co., Indianapolis; Robert G. Stolz, Brown Shoe Co., St. Louis; Curtin Taulbee, Taulbee Adv., San Angelo, Tex.; Ed Weber, Southwestern Public Service Co., Amarillo, Tex.; Rex Webster, Craig & Webster, Lubbock, Tex.; William G. Werner, Procter & Gamble, Cincinnati, and Jeannette Wiggs, Munsingwear Inc., Minneapolis.

Meade Becomes CBS Inc. V.P.

Election of Everard Kidder Meade Jr., for past two years with public relations firm of Earl Newsom & Co., New York, as CBS Inc. vice president for information services being announced today (Mon.) by president Frank Stanton, effective immediately. Mr. Meade is former vice president of Colonial Williamsburg, graduate of U. S. Military Academy, and was combat field officer in World War II. After war he was with first Hoover Commission and later on staff of secretary of defense. He was special assistant to undersecretary of state from 1950-1953.

CBS Radio Affiliates Agenda Set

Advance registration for the CBS Radio Affiliates Assn. fourth annual convention in New York Thursday and Friday indicates all-time record in affiliates attendance, according to John M. Rivers, WCSC Charleston, S. C., chairman of association's board of directors. Board will hold pre-convention meeting Wednesday to seat three new members—Harold Danforth, WDBO Orlando, Fla., who replaces Mr. Rivers, Dist. 4; Joseph M. Higgins, WTHI Terre Haute, Ind., who succeeds Vice Chairman Charles C. Caley, Dist. 6, and Hoyt B. Wooten, WREC Memphis, who replaces F. C. Sowell, WLAC Nashville, Dist. 5. The board also will elect three new directors-at-large and subsequently elect officers for coming year. Mr. Rivers, present chairman, then will succeed Kenyon Brown, KWFT Wichita Falls, Tex., as *ex-officio* member of board.

Former Applicant Asks FCC: Reopen St. Louis Ch. 11 Case

St. Louis Amusement Co., area theatre owner and one-time applicant for St. Louis ch. 11, urged FCC to reopen whole St. Louis ch. 11 package, including revoking of Commission grant for CBS to buy ch. 4 KWK-TV St. Louis and to turn over its ch. 11 permit to three unsuccessful applicants [GOVERNMENT, Oct. 28].

Firm said CBS acted in "unlawful combination with others" in arrangement which saw network pay $4 million for ch. 4 facilities and turn loose its ch. 11 permit to 220 Television Inc., one of other three remaining applicants. 220 Television has agreement with other two applicants (St. Louis Telecasting Co. and Broadcast House Inc.) to share ownership of ch. 11 outlet.

St. Louis Amusement Co. fought inclusion of CBS in comparative hearing on ground network obviously was best qualified, and hearing was waste of time for others. When it lost this contention in court, it dropped out of ch. 11 hearing.

KM&J Names Three V.P.'s

Several major personnel appointments at Keyes, Madden & Jones, Chicago, New York, Hollywood, reported Friday in New York by Executive Vice President Howard A. Jones. Making switch this week will be Dr. Jay Niefeld, director of advertising-research, McCann-Erickson, who assumes research vice presidency at KM&J. Agency's Research Director Ed Fletcher continues in that post in Chicago. Hal Rorke, account executive, McCann-Erickson, Chicago, assumes vice presidency of public relations and will also work on accounts in Chicago. Mr. Jones also confirmed appointment of Charles Chappell, vice president, Joseph Katz Co., to vice president and art director of agency [CLOSED CIRCUIT, Oct. 21]. All three executives become members of agency's plans board.

DELAYED, BUT WITH OOMPH

One-day, $60,000 spot tv campaign scheduled by Oldsmobile Div., General Motors, for this Thursday as part of promotion for unveiling of new models. Though network tv will carry major part of pre-unveiling promotion, introduction of new models was delayed temporarily by strike at Fisher Body plant, and Oldsmobile and agency, D. P. Brother & Co., Detroit, decided to add spot tv for extra oomph. In this decision they reportedly were influenced largely by presentation made by TvB as part of its sales coverage of Detroit car makers.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

BACKSTOPPING • Studebaker-Packard Corp., South Bend, Ind., to supplement network schedule on CBS Radio, today (Mon.) through Nov. 17 running radio spot campaign in 17 markets on behalf of S-P family of cars. WKRC Cincinnati is only CBS Radio affiliate where overlaps take place. Burke Dowling Adams, N. Y., is agency.

AFTER FIRST OF YEAR • Stop And Shop Triple "S" Stamps and American Molasses Co., both New York, currently running radio and tv spot schedules, are considering new campaigns, through Hilton & Riggio, N. Y. If recommendation by agency is approved, schedule will start in January or February.

SPOTTING IN TV • Procter & Gamble (Oxydol), Cincinnati, and The Family Circle Inc. (*Family Circle* magazine), N. Y., reportedly buying spot tv in undetermined number of markets through Dancer-Fitzgerald-Sample, N. Y., agency for both advertisers.

NINE MORE IN 'HUNT' • G. Heileman Brewing Co., La Crosse, Wis., signed to sponsor Ziv Television Programs half-hour film series, *Sea Hunt*, in nine midwestern markets starting in January 1958, marking Heileman's first concentrated effort in tv. Agency: Compton Adv., Chicago. Series now sold in 91 markets.

PERFUME AS GIFTS • Chanel Inc., N. Y., considering special Christmas television push in half-dozen markets for its perfume. Plans not yet approved but expected to be early this week. Norman, Craig & Kummel, N. Y., is agency.

NATIONAL FOR SPOT • National Brands Div., Sterling Drug Inc., N. Y., this week breaking new spot tv campaign in undetermined number of markets in behalf of its Phillips' Milk of Magnesia. Dancer-Fitzgerald-Sample, N. Y., is agency.

'Foyle' for 'Bride and Groom'

New live daytime serial, *Kitty Foyle*, to be produced by Henry Jaffe Enterprises, New York, has been signed by NBC-TV to start Jan. 1 in 2:30-3 p.m. EST period, five times weekly, succeeding *Bride and Groom*, which will be dropped.

at deadline

ABA PROPOSAL DRAWS WIDESPREAD CENSURE

Opposition to recommendation that American Bar Assn. retain its ban against broadcast courtroom coverage (early story, page 89) was sounded from at least four quarters Friday.

Recommendation "reflects an unwillingness to recognize 20th century methods of communications", NARTB President Harold E. Fellows declared Friday. He said NARTB will ask permission to present radio-tv's case at ABA's forthcoming Atlanta meeting.

Mr. Fellows noted that proposed revision of Canon 35 would delete three of four reasons presently given for excluding broadcasting. Its proposed revision relies entirely on assumption that radio-tv introduces extraneous influences which tend to affect participants in court proceedings and divert them from proper objectives of trial, he said.

Mr. Fellows then pointed out that in only instance where Canon 35 has been before court for hearing (in Colorado Supreme Court) ruling was made favoring broadcasting, subject to discretion of trial judge.

Chief Justice Otto O. Moore of Colorado Supreme Court, which ruled in favor of broadcasting access, rapped new recommendation in "personal" statement. He urged ABA committee members to "come down from the ivory tower of super-intellectualism and deal in realities."

Report of ABA committee was also criticized Friday by Radio-Television News Directors Assn. Ted Koop, RTNDA president, and Julian Goodman, chairman of association's freedom of information committee, in statement said bar committee's report "contains no new arguments except the novel contention that using discretion in permitting courtroom photographs or broadcasts would make the judge a censor. On the contrary, the judge is now a censor because he discriminates arbitrarily against 20th century forms of journalism."

Statement added that matter would be discussed at RTNDA convention this week in Miami (story page 90).

Herbert Brucker, chairman of freedom of information committee of American Society of Newspaper Editors, took issue with ABA report saying "It is inevitable that eventually—as in the assembly halls of the United Nations in New York today—facilities for photographing and broadcasting will be built into every American courtroom."

300 on Hand as BPA Opens Sessions in Chicago Friday

Attendance hit approximately 300 as Broadcasters Promotion Assn. opened convention-seminar in Chicago Friday, with sessions on trade paper advertising, on-the-air promotion and sales presentation.

Committee set up to submit nominations for president, first vice president, second vice president, secretary-treasurer and four directors included Montez Tjaden, KWTV (TV) Oklahoma City, and BPA second vice president; Paul Woodland, WGAL-AM-TV Lancaster, Pa., and Ken McClure, WMBR-TV Jacksonville, Fla.

BPA board adopted pre-convention resolution, after reportedly heated discussion, that organization "shall not endorse any contest or competition" by any other group and also appointed convention, resolutions and project committees to report Saturday.

Ben K. Wells, vice president of sales-advertising, Seven-Up Co., at Friday luncheon stressed total selling as method of putting marketing concept to work, and stated "The advertising manager can do much to get the right answers and to insure that they are applied with vigor all down the line." He added, "Advertising alone and selling alone can do a certain amount in moving goods, but team them together with total selling and you've got jet propulsion."

At opening Friday seminar BPA delegates were told by Jack Dorr, WBNS-TV Columbus, Ohio, that tradepaper advertising can be like "talking to ourselves" and reviewed his station's advertising program using *New Yorker* and *Fortune* magazines to reach media people for prestige and trade magazines for "small specifics," along with spot announcements on WCBS-TV New York. Other speakers stressed planning, ingenuity and originality, need for creating favorable impressions and distinctive characteristics.

NBC Board Promotes Bilby

Kenneth W. Bilby, NBC public relations vice president, elected an executive vice president at board meeting Friday. He is responsible for press, national advertising and promotion, exploitation, merchandising and continuity acceptance departments and also is member of NBC's policy-making executive council. Formerly with Carl Byoir Assoc., he was public relations representative to RCA Victor for two years before joining NBC as public relations vice president Sept. 3, 1954, at which time all of company's promotional activities were grouped under his direction.

PEOPLE

THEODORE J. GRUNEWALD, vice president and radio-tv director, Hicks & Greist, N. Y., elected director of agency. **IRVING (SMITTY) KOGAN,** public relations director of agency, named vice president.

CHARLES M. SKADE, formerly controller of American Management Assn., to senior vice president—administration, Fuller & Smith & Ross, N. Y.

Funeral services to be held today (Mon.) in Philadelphia for **JACOB H. GEISE,** 73, vice president in charge of finance, Young & Rubicam, N. Y., who died Wednesday. He had been with Y&R since its formation in 1923.

CHARLES A. WINCHESTER, Young & Rubicam, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as account executive in Bristol-Myers unit.

Latest Station Transfers:

Sales reported Friday all subject to FCC approval:

WRMA Montgomery, Ala., has been sold by Ralph M. Allgood and Grover Wise to Stanley Raymond, Mrs. Dorothy L. Davis and Zenas Sears for $165,000. Negro-programmed station is 1 kw day on 950 kc. Buyers own WAOK Atlanta, Ga. Transaction handled by Blackburn & Co.

WAND Canton, Ohio, sold by P. C. Wilson to Dover Broadcasting Co. (WJER Dover, Ohio) for $150,000. Station is 500 w daytimer on 900 kc. Dover company is owned by Mrs. Agnes J. Reeves Greer, who also owns WAJR Morgantown, W. Va., and WKJF-FM-TV Pittsburgh, Pa. Broker was R. C. Crisler Co.

WZIP Covington, Ky., sold by Arthur L. Eilerman, Charles Grimes and Gregory W. Hughes to Leonard P. Goorian and Alfred B. Katz for $150,000. Mr. Goorian is veteran radio-tv personality in Cincinnati; Mr. Katz is Cincinnati attorney. Broker was R. C. Crisler Co.

KATV (TV) Stays On Despite Fire

Loss of between $400,000 and $500,000 was suffered Friday by ch. 7 KATV (TV) Pine Bluff, Ark., it was reported by station officials, when its Little Rock, Ark., studios were totally destroyed by fire of undetermined origin. ABC-affiliated station switched operations to its Pine Bluff studios with no interruption to service. Fire started at 3 a.m. Friday, blazed for 3½ hours.

WPRO-TV Opposes FCC Proposal

WPRO-TV Providence last week told FCC that proposal to delete ch. 12, and offer station possible choice between chs. 8 or 13 would cost outlet almost $800,000 because it would have to abandon present transmitter tower and antenna site. WPRO-TV demanded quasi-judicial hearing with oral argument if FCC goes through with deintermixture. [GOVERNMENT, May 6].

FIRST

WFIL-TV

FIRST in Philadelphia! MORE audience, noon to sign-off, Monday-Friday, than ANY other Philadelphia station! Plus TOP THREE local daytime shows and SIX of top ten.

WNBF-TV

FIRST from Scranton to Syracuse! 48.4% average rating—SEVEN NIGHTS A WEEK—MORE audience at lower CPM than any station in Baltimore, Kansas City, Houston.

WFBG-TV

FIRST from Pittsburgh to Harrisburg! 143.4% MORE quarter-hour firsts, noon to sign-off, Monday-Friday, than nearest competitor.

WNHC-TV

FIRST from Massachusetts to Long Island! DOUBLE the combined audience of competition, SIGN-ON to SIGN-OFF, SEVEN DAYS A WEEK!

WLBR-TV

FIRST UHF station to cover entire LEBANON, LANCASTER, HARRISBURG, YORK area—America's Number 1 UHF market—and at one-sixth the cost of nearest competitor!

Sources: ARB, Philadelphia, Sept. 1957/Telepulse, Binghamton, Baltimore, Kansas City, Houston, Nov. 1956/Television Magazine, Nov. 1956/SRDS, Mar. 1957/ARB, Altoona, June 1957/ARB, Hartford-New Haven, June 1957/Television Magazine, Sept. 1957/Trendex, Five-City Survey, Aug 1957

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
Blair-TV: WFIL-TV • WNBF-TV • WFBG-TV / Blair Television Associates: WLBR-TV / The Katz Agency: WNHC-TV

NEW YORK AND SAN FRANCISCO WITH ONE STATION, ONE PRICE!

A new 136-county coverage study made by Pulse Inc. during Spring 1957 shows that WOR delivers...

AMERICA'S NUMBER ONE MARKET

(N. Y. Metropolitan)

And with its outer-area coverage an additional audience equivalent to

AMERICA'S NUMBER SIX MARKET*

(San Francisco Metropolitan)

Here's how it works.

Outside the normally surveyed 17 county New York metropolitan area there is a vast audience that listens to WOR—980,420 families per week, to be exact.

This "outer-area" audience is 47% greater than the audience to the next highest New York station, and represents a market that would rank sixth in the entire United States —larger than San Francisco!

And WOR is *the* dominant station, ranking first in audience in 72% of the 136 counties surveyed.

This study again confirms the fact that WOR reaches the largest station audience in America —serving a weekly total of—

4,103,420 families

On the adjacent page you will find a map which graphically details the scope of WOR's coverage.

WOR RADIO 710

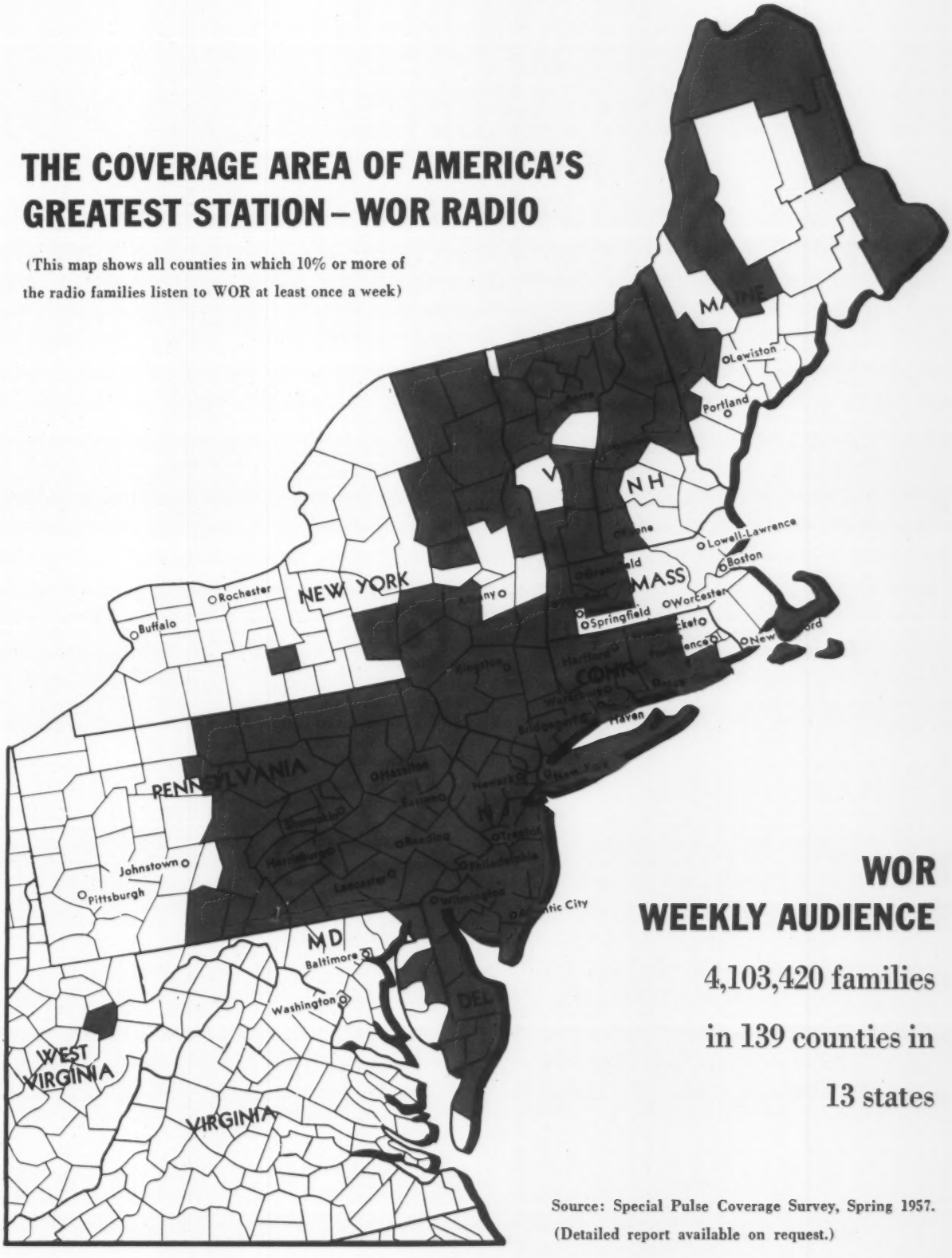
New York

a division of RKO *RKO Teleradio Pictures, Inc.*

*To cover America's number six market, buy KFRC San Francisco.

THE COVERAGE AREA OF AMERICA'S GREATEST STATION – WOR RADIO

(This map shows all counties in which 10% or more of the radio families listen to WOR at least once a week)



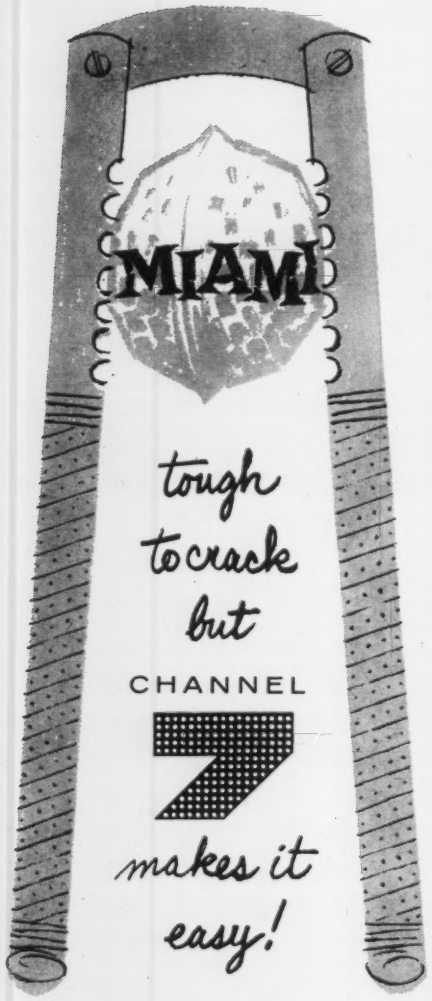
WOR WEEKLY AUDIENCE

4,103,420 families

in 139 counties in

13 states

Source: Special Pulse Coverage Survey, Spring 1957.
(Detailed report available on request.)



Channel 7 rolls up its sleeves behind solid programming and digs in on merchandising and product promotion that really pays off. Give your marketing or distribution problems the Channel 7 solution—enthusiastic cooperation from folks who know firsthand just what makes this unique Miami market tick. WCKT's plus services deliver a promotional punch that gets you greater returns per TV dollar day after day.

Try WCKT now and discover why Channel 7 makes TV a better buy than meets the eye!

WCKT

CHANNEL 7

MIAMI, FLORIDA

THE PRINCE AND THE PAUPER

Although the season is young, network tv already has entered a few programs for top honors. A major contender was telecast Monday night on CBS-TV.

After limited success with its first offering of the season—a giant kaleidoscope of talent in "Crescendo" [IN REVIEW, Oct. 7]—the *Du Pont Show of the Month* hit its stride with a superb live production of an adaptation from Mark Twain's *The Prince and the Pauper*.

The Leslie Slote script captured the imagination, charm and cohesion that distinguished the great American author's novel. It was difficult after 90 minutes of delight to doubt seriously the author's concluding, whimsical observation: He didn't know if the switch between prince and pauper actually happened, but it might have.

As in the memorable telecast of "Peter Pan," *Pauper* was fantasy at its best. To enjoy, one must believe. And there is no believability unless the cast gives the drama a sense of reality.

As a relief from circling sputnik, psychological drama and adult westerns, *The Prince and the Pauper* was a refreshing experience.

As a major tv accomplishment, the teleplay called for considerable skill in craftsmanship by David Susskind, the producer; Mr. Slote, the adaptor, and Daniel Petrie, the director, among others.

Outstanding in the cast was Christopher Plummer as Miles Hendon, sword-wielding champion of the Prince. The latter role was performed by Rex Thompson, who showed an ability to project the dignity and nobility expected of a young Prince Edward; Johnny Washbrook as Tommy Canty, the pauper, lent the credibility of a boy whisked from the streets of London into the life of royalty as a result of mistaken identity.

Also notable in the cast were Rosemary Harris, Sir Cedric Hardwicke, John Carradine and Hurd Hatfield.

Because of the hour, many youngsters missed the play. This was unfortunate since the program could have been a treat for the whole family. In any case, here's to more of the same, whether on the *Du Pont* series or elsewhere.

Production costs: Approximately $175,000. Sponsored by the E. I. Du Pont de Nemours & Co., through BBDO, on CBS-TV, Mon., Oct. 28, 9:30-11 p.m. EST.

Producer: David Susskind, for Talent Assocs. Ltd.; director: Daniel Petrie; associate producer: Michael Abbott; writer: adapted by Leslie Slote from the novel by Mark Twain.

KEEP IT IN THE FAMILY

Aside from the fact that this is one of the few tv quizzes to debut this season, *Keep It in the Family* appears to possess nothing noteworthy.

Two families of five are matched. After the nature of the question is stated, the families bid points (up to 100) maximum for the right to try for the answer. The points count (or subtract, if missed) toward the game-winning goal of 350 points. The successful bidders must answer five-part questions, starting with the youngest member of the family. For each question, there is a lavish gift. On the opening show, it included vacations in Bermuda, kitchen equipment, a completely-equipped power workshop, a Hillman Minx car and diamond-studded watches.

The group huddles of the families as they decided on bidding tended to stutter the first show's pace. Also the precedes on each family's background appeared to be too well scripted. Example was the instance of one seven-year-old who got halfway through a "cute" answer, floundered, and then restarted with a verbatim duplication of his first remarks.

Production costs: $10,000.
Telecast sustaining on ABC-TV, Sat., 7:30-8 p.m. EST. Started Oct. 12.

Producer: Art Stark; director Mickey Trenner; writers: Mr. Stark, Leonard Stern.

BOOKS

ZOOMAR, by Ernie Kovacs; 348 pp.; Doubleday & Co., 575 Madison Ave., New York City.

Tv comedian Ernie Kovacs has come a long way since his newspaper columnist's days on the *Trenton* (N. J.) *Trentonian* some 10 years ago. Making his debut as a novelist, tongue-in-cheek Mr. Kovacs has written an interesting and amusing—albeit badly-told—tale of life behind the electronically-charged grey flannel curtain.

His story, as others of its type, is populated by slick network and agency boys and girls. But where the other books are more fancy than fact, Mr. Kovacs has given the reader (and his characters) the benefit of his own 10 years in the industry.

Our hero is an agency man named Tom Moore who finds himself at liberty following the suicide of a client—a soap-manufacturer, naturally. How Tom picks himself off the sidewalk and works his way into the No. 2 spot at United Broadcasting Corp. is Mr. Kovacs' tale. As we said, he may not tell it so well, but he does it with verve, wit and imagination.

JOURNALISM QUARTERLY: Trends in the Field of Electronic Journalism, a special issue, Summer 1957. School of Journalism, U. of Minnesota, Minneapolis 14. 128 pp. $1.50 or with yearly subscription ($6), special rates to students.

The legal problems tv has raised and the ever-present fight for freedom of information are among the timely issues presented by many contributors to this issue. Radio and tv's right to report in the courtrooms and elsewhere are discussed in separate articles by Dr. Fred Siebert, Michigan State U.; Hugh B. Terry, KLZ-AM-TV Denver, and Ted Koop, CBS.

Among other pertinent pieces are those by Sig Mickelson, CBS, who traces the growth of tv since 1946; Jim Bormann, WCCO Minneapolis-St. Paul, writing on the durability of radio [PLAYBACK, Oct. 14], and Per Holting, U. of Minnesota, who explores areas where friction has developed for the tv news editor [BROADCASTING, July 15].

Reaching the TOP in New England!

Radio Boston

WCOP

1st in out-of-home listening*

2nd in total rated time periods*

and still climbing!

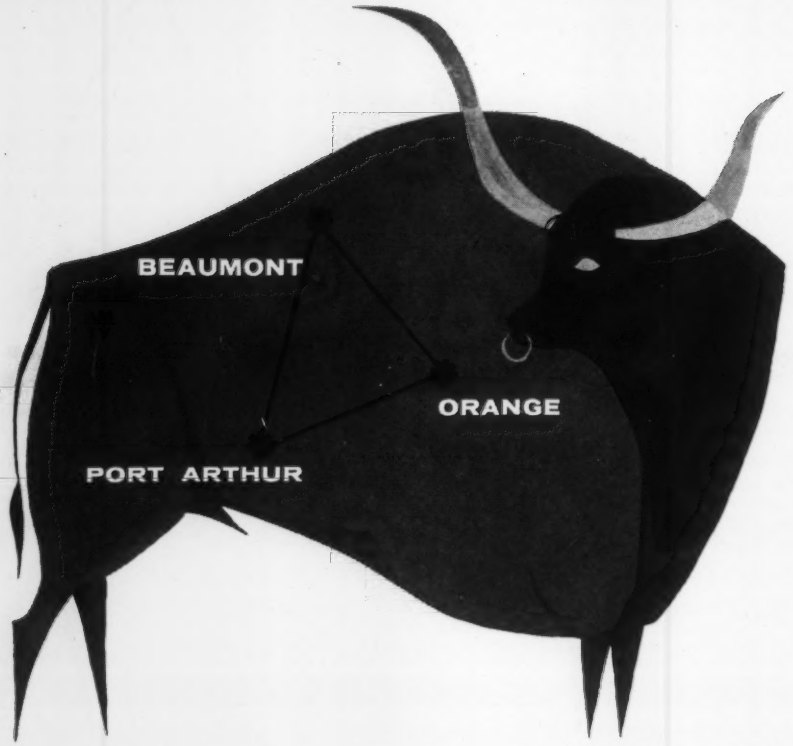
* JULY-AUGUST PULSE 7 A.M. TO 7 P.M. MONDAY THROUGH FRIDAY

Keep your eye on these Plough, Inc., Stations:

Radio Baltimore	Radio Chicago	Radio Memphis
WCAO	**WJJD**	**WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE



A good market steer! The entire

Beaumont-Port Arthur-Orange

area (Texas' fourth market)

is yours when you buy . . .

KFDM Beaumont Radio and TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

*Occupation Required

OPEN MIKE

Some Spirited Repercussions

EDITOR:

. . . Your "Let's Break Out the Bottle" [EDITORIAL, Oct. 28] somewhat strained my credulity, for I never have believed that you would come out beating the drums for hard liquor advertising on radio or television. . . .

I disagree with you in your statement that the moral problems involved in such advertising are no more complex than in many other kinds of advertising now using radio and television. The very fact that liquor has been recognized—for many years and by many legislative acts—as a product of human consumption which carries potential peril to the physical and sociological welfare of the users, and that it is subject to state and federal regulation common to no other product, should be sufficient to set it aside in a class by itself.

I sincerely trust that this editorial will not lead any appreciable number of stations to venture forth into an advertising field that could tremendously add to the many problems that now confront us in our public relations.

Generally, I cheer your editorials, but we are on different sides of the fence on this one.

Campbell Arnoux
President
WTAR-AM-FM-TV Norfolk, Va.

EDITOR:

At a time when broadcasting is severely criticized for excessive and obnoxious commercials and programming that leaves much to be desired, you have the prophetic gall to editorially exhort the industry to haul up hard liquor advertising.

For an industry that deserves good public relations, especially with the threat of toll tv, you certainly pulled the cork on a recommendation that would earn you the undying curse of the very broadcasters whose interest you purportedly represent. . . .

John Groller
Secretary of Broadcasting
Board of National Missions of the Presbyterian Churches in the U. S. A.
New York City

EDITOR:

. . . We extend our most sincere thanks for your public recognition that the distilling industry in its advertising uses "extreme moderation" and that "there is no reason to believe that this moderation would not extend to radio and tv" advertising.

Next we would point out that the refusal of broadcasters to accept liquor advertising came about, I feel certain, after the liquor industry decided not to use the broadcast media. This action occurred in the latter part of 1935. . . . When television came into being, this ban was extended to that medium on May 11, 1948.

These and other voluntary restrictions were adopted by Institute members "in the interest of good public opinion." Other voluntary restraints include a ban on advertising in Sunday publications and in religious pub-

lications, a ban on using women in advertising and a ban on employing agents to secure product "plugs," on radio, tv, in moving pictures or on the legitimate stage.

We know . . . that the Senate Interstate & Foreign Commerce Committee will hold hearings in 1958 on a bill to prohibit liquor advertising in newspapers, magazines and on radio and tv. We know passage of such a bill would completely disrupt the operations of our industry. We are far less confident than you that such legislation could not become law.

Howard T. Jones
Executive Secretary
Distilled Spirits Institute
Washington, D. C.

EDITOR:

. . . From my personal conversations, I feel that the lead in this projected effort will certainly not come from the "big" broadcasters. This leaves it up to the smaller market operators, and therein lies the most heavy anti-wet sentiment.

Further thought might be given the attitude of the liquor interests after so many years of a closed door tradition on the part of broadcasters. They have sold a lot of whiskey without our help thus far.

Joel W. Rosenblum
President
WISR Bulter, Pa.-WTIG Massillon, Ohio

EDITOR:

. . . No question that it will take a long time for a lot of people to accept this premise, but at least somebody had the guts to stand up and be counted.

Marty Nierman
Vice President-Natl. Sales Manager
Television Div.
Edward Petry & Co.
New York City

Going for 50 kw, Too

EDITOR:

For the sake of the record, since you consider the WAPI 50 kw application rare [CLOSED CIRCUIT, Oct. 21], WMAZ made similar application some weeks ago. We plan 50 kw daytime operation, non-directional, with return to present 10 kw directional at night . . . subject to approval by the FCC.

Wilton E. Cobb
General Manager
WMAZ Macon, Ga.

A Thief With a Sense of Values

EDITOR:

We have a lot of books and things around but the only one that we have to watch like a hawk is the BROADCASTING YEARBOOK. Ours finally disappeared.

Jack Burnett
General Manager
KULA Honolulu

Your Katz Representative
will tell you more
about channel 4
WWL TV
NEW ORLEANS CBS IN THE CRESCENT CITY

RW
JM

PUBLIC NOTICE

Signs are unmistakable. Milwaukee audiences and advertisers alike love WXIX.

Typical object of affection is WXIX weathergirl Judy Marks, whose regularly scheduled five-minute forecast—*Judy and the Weather*—is a rain-or-shine must for Milwaukee families. A *must* for sponsors, too! Writes Donald E. Semling, president of the R-O-W window manufacturing company: "This WXIX renewal speaks for itself. Judy has given us sustained sales help we have long sought in the Milwaukee market. Dealer response has been so enthusiastic that *we feel WXIX and Judy must be part of our operation from now on.*"

Become a WXIX booster yourself. You'll find Milwaukee's high regard for WXIX (and vice versa) creates the perfect climate for profitable selling.

Channel 19, Milwaukee • CBS Owned • Represented by CBS Television Spot Sales WXIX

If You Sell to Adults You Belong on KBIG

IF THE ABLE-TO-BUY, Mature Southern Californian is your marketing objective . . . you belong on KBIG Radio.

THIS "station with the musical memory" deliberately sacrifices the transient youth appeal of today's top tunes . . . 20, 30, 40, 50 . . . for the perpetual popularity of yesterday's top ten-thousand.

FROM THE MELODIC WEALTH of the last fifty years, KBIG's music department carefully programs for its disc jockies a wide variety of popular music, colorfully varied in time and tempo, vocal and instrumental, standard and novel. Rich, modern arrangements of time-tested favorites nourish a warm, continuing bond between the Catalina station and millions of mature, able-to-buy Southern Californians.

PROOF? A new Pulse qualitative survey which shows the KBIG audience 91% adults, only 9% teens and children. Your KBIG or Weed representative will gladly bring the complete breakdown.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Oliver Archibald Unger

Oliver A. Unger, president of National Telefilm Assoc., New York, is known to his colleagues as "the negotiator," a testimonial to his ability to pry loose feature film products from such recalcitrant sources as David O. Selznick, the J. Arthur Rank Organization, Alexander Korda Productions and 20th Century-Fox Corp.

Behind a facade of plump joviality, Mr. Unger conceals a tenacity of purpose. When he joined NTA in January 1954 as executive vice president, he was delegated the responsibility for feature film and tv film series procurement. The emergence of NTA to a position considered to rank among the top distributors in the business and its diversification to encompass several facets of the entertainment field are a tribute, in part, to Mr. Unger's persuasive talent as a negotiator. But he would be the last person to discount the substantial contributions made to NTA's phenomenal growth by Ely A. Landau, board chairman; Harold Goldman, the executive vice president, and Edythe Rein, senior vice president.

Mr. Unger's acumen comes partly from about 20 years in the motion picture and tv film business. Oliver Archibald Unger was born in Chicago Aug. 28, 1914, and spent his early childhood in Europe where his father was a banker.

After graduating from Syracuse U. with a BA degree in 1935, Mr. Unger entered the motion picture business as an office boy with Hoffberg Productions Inc., New York, importers and exporters of films. Except for about two years during World War II when he was an executive with Celloplastic Co., Pittsburgh, Mr. Unger always has been associated with the film field.

He remained with Hoffberg Productions until 1941, leaving as a vice president and part owner to accept the post of eastern division manager at Monogram Pictures. Before re-activating his post-war career in 1945, Mr. Unger completed a project still close to his heart: in association with Mrs. Eleanor Roosevelt and Elliot Roosevelt, he completed a full-length documentary motion picture, *The Roosevelt Story*, based on the life of the late Franklin D. Roosevelt. He recalls the film had a "successful" theatrical run but is even more proud that the Brussels International Film Festival in 1947 adjudged the picture as the one "most likely to contribute to world peace."

Late in 1945 Mr. Unger organized Distinguished Films Inc., New York, a foreign film distribution organization, and in 1949 formed Snader Telescription Sales Inc., New York, which produced and distributed more than 800 telescriptions which were sold to tv stations. In 1951, Mr. Unger became a partner in Television Exploitations, New York, which released to tv the Chemical Bank group of feature films. In 1953, with Mr. Goldman, he established Comet Television Films Inc., New York, feature film distributors, which combined with NTA the following year.

Mr. Unger's first noteworthy coup in product acquisition was to convince J. Arthur Rank that television exposure in the U.S. of some of his outstanding feature films would lend prestige to British films and offset poor impressions from earlier inferior imports. Mr. Rank was impressed with this reasoning and made 26 of his films available to tv through NTA. Similarly, Mr. Unger prevailed upon Sir Alexander Korda to release ten of his company's outstanding films to tv.

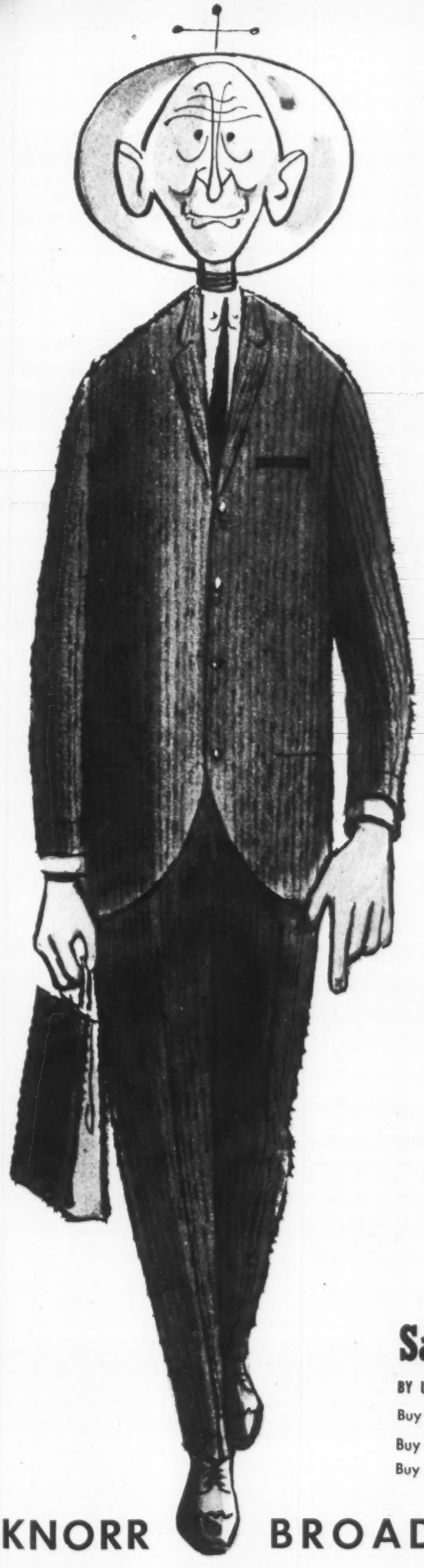
His prowess as a negotiator was underscored dramatically in 1956 when he persuaded Spyros P. Skouras, president of the 20th Century-Fox Corp., to release the Fox library to tv through NTA. On occasions, Mr. Landau backstopped Mr. Unger—and Mr. Skouras came to refer to the pair admiringly as "those two fat boys."

The final transaction stands today as the most extensive on record in the tv-motion picture field, requiring NTA to pay Fox $30 million for about 450 feature films, deliverable over a five-year period. Fox acquired 50% of NTA Film Network.

Mr. Unger is confident NTA will continue to flourish in the years ahead as it has over the past 3½ years. The company's gross sales for the fiscal year ending last July (still unreleased) are expected to reach about $17 million, as compared with the $2 million in the first year of operation. He cited these examples of NTA's diversification program: the NTA Film Network, co-production agreements with Fox and Desilu Productions, station ownership (KHGM-TV Minneapolis, WATV [TV] and WAAT-AM-FM Newark, N.J.), NTA Pictures Inc. (theatrical distribution) and Kennis Films (shipping and inspecting films).

For the future, according to Mr. Unger, NTA is eyeing ownership of the full complement of radio and tv stations permitted by FCC and is exploring the possibility of pay tv. He believes toll tv can exist "side by side" with free television and reports that NTA will become "an active participant" in pay tv, should that system jell.

Mr. Unger is married to the former Virginia Speed of New York. They have six children—Anthony, 17; Carol, 15; Stephen, 11; Meryl, 6; Olivia, 3, and Victoria, three months. He is a member of the Radio & Television Executives Society of New York. His favorite pastimes are golf and travel.



TIME BUYER
Max Manfrum Mars Says:

"SPUTNIK, SHMUTNIK! BIG NEWS IN DETROIT ORBIT IS

WKMH

Inside space info has it that Red dials are NOT tuned in to the beep broadcasts from Sputnik alone. They're tuned to WKMH, too! And it's no wonder. WKMH features the brand of programming that *everybody* loves, especially Detroiters. So if you want to sell Detroit (with outlying parts of the Soviet Union thrown in for free) buy WKMH. You get top share of audience and lowest cost per thousand*. Tune-in is tremendous —at home, in automobiles, in flying saucers! Take it from me, there's nothing like it under the sun—ANY sun! (Or any MOON, for that matter!)"

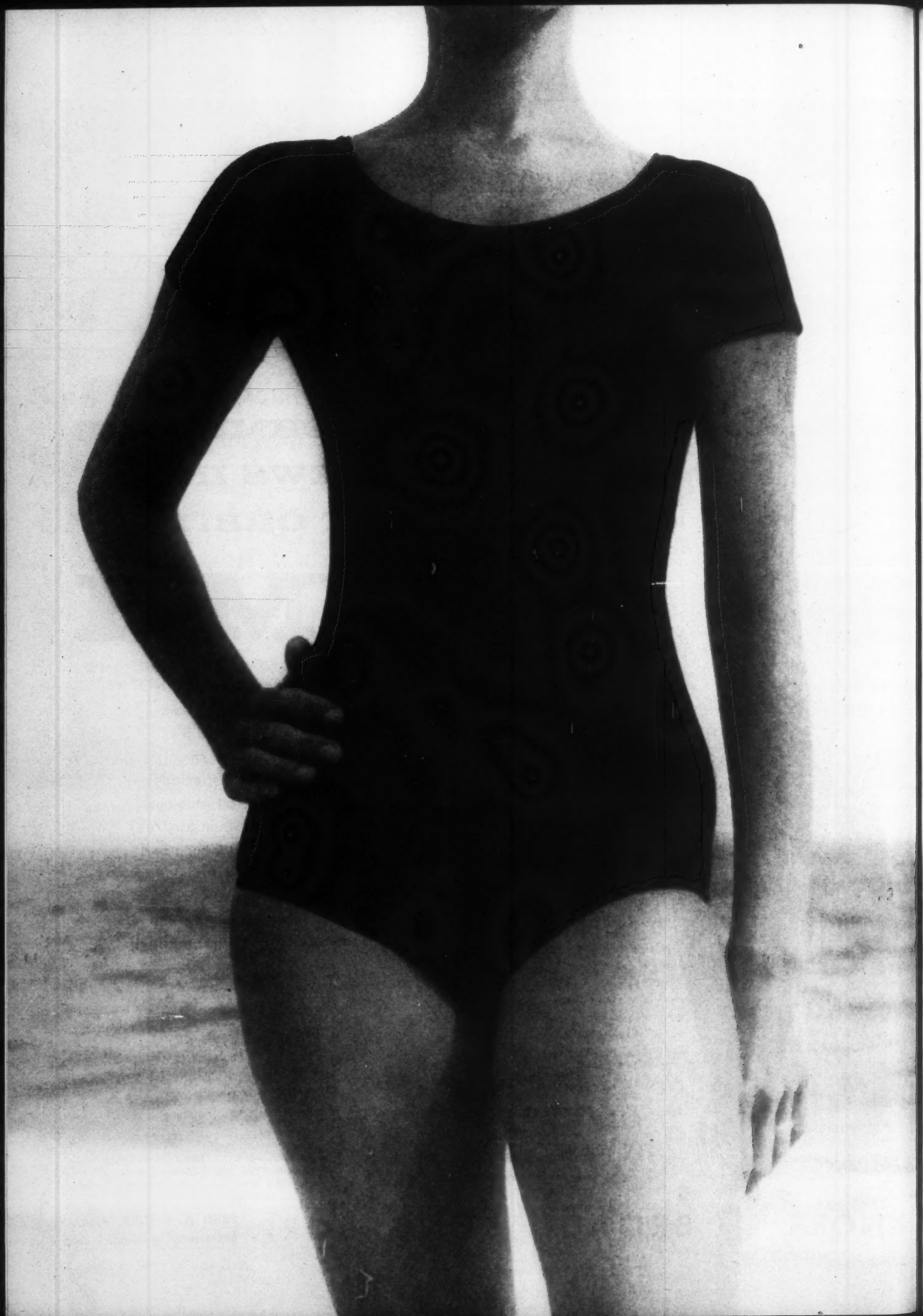
*According to PULSE—greatest share of audience, 12 to 12., lowest cost per thousand, at ALL hours!

Save up to 15%
BY USING 2 OR MORE KNORR STATIONS
Buy 4 or 5 Stations . . . SAVE 15%
Buy Any 3 Stations . . . SAVE 10%
Buy Any 2 Stations . . . SAVE 5%

WKMH Dearborn-Detroit
John Carroll, Managing Director

WKMF Flint, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich. Jackson B'cast. & Telev. Corp.
WELL Battle Creek, Mich. Southern Mich. Broadcasters

KNORR BROADCASTING CORP. FRED A. KNORR, Pres.
Represented by Headley-Reed



There's more to Florida!

With winter approaching, the state's warmth and sunshine hold great attraction for businessmen. Even more attractive are the hot sales prospects offered by northern Florida – the area centering on Jacksonville and spreading far beyond.

There's Georgia, for instance

...an integral part of a Jacksonville distribution area that serves much of the Southeast. In all, 34 Georgia counties fall into WMBR-TV's 67-county NCS coverage area ... accounting, for example, for 17.3% of the state's total sales of lumber, building materials, hardware and farm equipment. This in addition to a healthy 21.9% of Florida's total sales of these commodities. Together, 20.2% of all Georgia and Florida sales of these heavy goods are "reached" by WMBR-TV.

and WMBR-TV, Jacksonville

provides strong sales support throughout this dynamic area. The heavy favorite with 311,500 television families in 67 counties, WMBR-TV owes its overwhelming lead to top-notch CBS Television programming backed by outstanding shows of dominant local interest. In every audience study since its inception in 1949, WMBR-TV has led its competition in every quarter-hour of the week, 8 am to midnight!*

WMBR-TV–Channel 4, Jacksonville

Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

**NCS, updated to 11-1-57.*

un·a·vail·a·bil·i·ties

Very important...

Unavailabilities are something a station has to sell that isn't for sale.

Sometimes they're pointless bragging. You know the kind...

"Continually sold out since 1948. Sorry... ho... ho... ho..."

Who cares?

You.

Unavailabilities tell you about a station's programming, your potential rating, the calibre of the station itself—like KTTV's News and News Feature programming.

Award-winning superb local remote coverage, fast-breaking film to supplement the national and international news... with the news features to round out the news in depth.

Personalities...

Putnam... Coates... Joy... Welsh. Four shows you can't buy.

It's top-quality programming like this that gives your sales message a running start... that builds the audience, the atmosphere and first class availabilities.

Oh yes, your KTTV sales rep has availabilities, too.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

IN PUBLIC INTEREST

CRIME DOESN'T PAY • WCHS-TV Charleston, W. Va., used the testimonial of a convicted murderer in a program designed to steer youngsters from delinquency. Elmer David Bruner, 39-year-old murderer sentenced to die in the electric chair Nov. 26, described his life of crime from the time he was 12 (including 25 years in prison). For further dramatization WCHS-TV ran filmed prison scenes as background to the narrative (Bruner himself was not shown). The program was produced by Bob Boaz, director of news and special events for WCHS-AM-TV.

SPARKS BENEFIT DANCE • WKXL Concord, N. H., organized a fund-raising drive to help pay medical expenses for a local high school student paralyzed in a diving accident. More than $1,500 was collected at a dance given for contributors. WKXL publicized the dance beforehand and gave it four hours of live coverage.

TROUPE FOR TROOPS • Thanks to WEMP Milwaukee personality Bob (Coffeehead) Larsen and the Air Force, several hundred Wisconsin men in basic training at Lackland Air Force Base, Tex., were given an evening of entertainment from back home. A troupe of Milwaukee and Chicago entertainers, including the Crewcuts, was flown in by the Air Force in "Operation Wisconsin." Mr. Larsen emceed the show and taped interviews with the men for his WEMP program.

DOWN THE MISSISSIPPI • Included in a WBBM Chicago newscast was an item about a local girl who had won a scholarship to Xavier College in New Orleans, but lacked the $600 needed to get her through her freshman year. Immediately after the broadcast, an anonymous donor called the station and said he wanted to give $300 toward the money needed by the girl, who is a state welfare dependent. When this development was aired in a later newscast, other people began calling to give their pledges and as a result, the $600 was raised.

KYW HITS ROAD • KYW Cleveland has organized an eight-act amateur entertainment unit which it places at the disposal of public service groups, both to entertain and to provide help in fund-raising campaigns. This "road show" includes three dance teams, a pantomimist, several vocalists and a quintet. KYW notes the program also provides training and experience for local amateur talent.

OVER THE TOP • A ten-hour-long *Parade of Stars* charity drive was carried on KNXT (TV) Los Angeles for multiple sclerosis and a total of $117,000 in pledges and contributions reportedly was the result. The show, which had set a goal of $100,000, was the climax of a month-long drive in that area for ms. Bob Crosby, network television star, emceed the program, and among the talent featured on it were Danny Thomas, Eddie Cantor, Gale Storm, Lawrence Welk and his orchestra, Dennis Day and Ann Blyth.

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Ask your Branham man for all the details on these eight important KTHV facts.

CBS **316,000 Watts ..... Channel 11**

Henry Clay, *Executive Vice President*
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

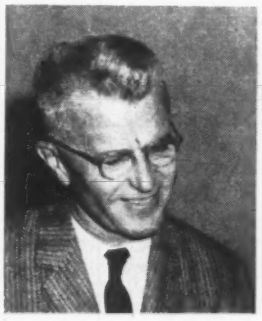
Vol. 53, No. 19 NOVEMBER 4, 1957

FREY FOLLOWS SMOKE, FINDS FIRE

The sore spots: agency-client working relationships, compensation

The report that advertisers and agencies have been waiting a year for—the "Frey Report" on agency services and compensation methods, expected to guide the way to smoother, more productive advertising teamwork—was unveiled in preview form last week.

In short, it found two areas "particularly demanding attention": client-agency working relationships and agency compensation. It called upon "all segments of the industry to recognize that the problems do exist and to face up to them objectively [and with] a determination to use the abundance of available creative talent and ingenuity in the industry in solving them."



PROF. FREY
HE FOUND SOME FLAWS

But it warned that, where the problems exist, they must be solved on "an individual client-agency basis." And it warned again that they "should be attacked now," for "tomorrow may be too late."

The preview report spelled out areas for improvement at all levels—top management of advertisers, managers of advertising departments, and advertising agencies—and also ventured that "if advertising's effectiveness could be measured to a greater extent than is now possible, problems of working relations and compensation would shrink considerably in size."

It suggested that agencies "should take the initiative in searching for better compensation methods," and observed, parenthetically, that "too many agencies underestimate their ability to command the prices their services merit under any method of compensation and also underestimate the willingness of advertisers to pay adequately for a high quality of service."

A record roomful of more than 600 of the country's top advertiser, agency and media officials saw and heard the preliminary report by Dartmouth Profs. Albert W. Frey and Kenneth R. Davis at the wind-up session of the 48th annual meeting of the Assn. of National Advertisers last Wednesday in Atlantic City (see pages 28-29). The official registration — approximately 350 ANA members, 125 agency and 125 media guests—was an ANA high mark for the yearly conclave.

Initial reaction was largely noncommittal, partly because the findings were so new and partly because it was, literally, only a preview of a much vaster body of statistics, facts, observations and recommendations promised for the final report, slated for completion and publication later this winter (target date: December).

ANA President Paul B. West, pointing out that neither he nor the ANA staff had been shown the report prior to its public presentation, told newsmen it was "too soon to say" whether ANA was "happy or unhappy" with it, and officials of the American Assn. of Advertising Agencies said they agreed with Mr. West that "comment now would be premature."

Mr. West did tell the ANA meeting that he felt the report would "mark the end of controversy" and the beginning of the removal of stumbling-blocks in the path of more productive advertising. He said it showed the need for better advertising management and better advertiser-agency relations and revealed "almost glaring weaknesses" on both sides. But he felt that "we will in due course solve most if not all of the controversial problems." He said ANA would analyze the report, hold workshop sessions for discussion, and do whatever else it could to help members and others to get maximum value from the study.

John B. McLaughlin, of Purex Co., chairman of the special ANA committee which inaugurated the study, told the session that the report should prove to be "one of the most significant documents" in advertising history. And regardless of their individual reactions the audience afterward gave Profs. Frey and Davis a standing vote of thanks for the work they've done since ANA commissioned them a year ago.

Highlights of the preview report, based on advertiser, agency and media surveys so detailed that some questionnaires took three hours to fill in and so probing that some companies and agencies spent weeks in compiling the requested information:

- Fifty to sixty percent of ad managers, advertiser top management and media—and 47% of agencies—felt the present media commission method of compensating agencies is "satisfactory." Another 24 to 42% felt it's an "unsatisfactory but most practical method," but from 10 to 17% in each group labeled it "neither satisfactory nor practical."
- Assuming a choice of compensation methods, the heaviest vote in each group was to retain the present 15% commission, but a substantial number—29% of ad managers, 10% of agencies and 36% of media—would prefer an alternative in which media commissions would be eliminated, agencies would be paid agreed-upon fees, and advertisers would be free to buy time and space at net rates. There was little response for another alternative in which agencies would be paid by media for services to media and by advertisers for services to advertisers.
- A majority of agencies thought they should get at least 15% commission on packaged or network-produced shows, and a majority of advertisers thought they shouldn't. A majority of advertisers agreed the agencies should get 15% on agency-produced shows—and a substantial number (31%) thought they should get more than 15%. Most agencies felt they were due more than 15% when they produced the shows themselves.
- A total of 46% of advertisers using radio or tv package shows said their agencies get their entire compensation for these programs out of media commissions. Almost

THESE ALSO MADE NEWS AT ANA

While Prof. Albert Frey and his long-awaited report on the agency-advertiser-media relationship stole much of the fanfare at last week's meeting of the Assn. of National Advertisers, they by no means made all the headlines. Among others who did:

Lestoil's Eskenasy Leads Advertiser Success Chorus Page 32
C&W's Cunningham Sees Tv Being 'Blunted, Dulled' Page 32
M-E's Lindquist Cites Radio-Tv Maturity Page 36

32% of those using agency-produced radio or tv shows said their agencies are also compensated for this service entirely out of media commissions.

• Almost a third of the ad managers gave their agencies a rating of "excellent" on overall service and 53% rated them "good." At the other end of the scale, 14% said their agencies' service was "fair" and 1.5% called it "poor."

• When ad managers rated their agencies' service as less than "excellent," the principal reasons were poor service (slow, unreliable, etc.), weakness in personnel, lack of technical skill in producing ads, lack of creativity, and inadequate knowledge of the client company, its industry, products and markets.

• More than three-fourths of the ad managers thought the liaison they were getting from their agencies' account executives was "adequate," but when the question was turned around, more agencies voted "inadequate" than "adequate" on the liaison they themselves were getting from the client's ad manager. The report saw this latter finding as evidence of "a decidedly unsatisfactory condition." But almost 85% of the agencies thought their contact with client top management—not necessarily including the client ad manager—was "adequate."

• When the account executive was not considered a member of the agency's top management, ad managers were less apt to think he was providing adequate liaison. Only 61.8% of the ad managers voted "adequate" for these lower-rung executives.

• Among agencies reporting adequate contact with top management of their clients, 85.5% said this contact was beneficial to a "considerable" degree and 7.2% called it beneficial to "some" extent. Among agencies reporting inadequate management contact, 74.3% said this inadequacy was detrimental to a "considerable" extent and 25.7% said it was detrimental to "some" extent.

• The report didn't say so, but the figures indicated the larger advertisers, presumably because they spend more, also demand more and—at least, sometimes—get more from their agencies. The views of larger advertisers as compared with all advertisers were provided in separate breakdowns, in many of the report's tables, for advertisers spending more than $1 million a year.

Prof. Frey made clear that he was giving a preview not only of statistical findings but also of his and Prof. Davis' views on what the findings mean. "We haven't had time to draw out of the data all the conclusions and recommendations that will be presented when this job is done," he said. "But we

THE FAULTS FREY FOUND

Probably the best-attended session in the 48-year history of annual meetings of the Assn. of National Advertisers was the one last Wednesday in Atlantic City when Prof. Albert W. Frey and Prof. Kenneth R. Davis of Dartmouth College presented a "preview" report on their year-long, ANA-commissioned study of advertising agency services and methods of compensation. An estimated 600-plus advertiser, agency and media executives were on hand.

Messrs. Frey and Davis made plain that they were giving no more than a glimpse of either the data they have amassed or their own conclusions and recommendations. The full details are now in process of compilation into a final report which they hope to have ready for publication by ANA before the end of the year.

Key tables from the preliminary report are reproduced on pages 30-31. Here, in text, are the principal conclusions drawn by Messrs. Frey and Davis in their preview:

In a study of this tremendous size, having only recently received the last questionnaire returns to be included, we haven't had time to draw out of the data all the conclusions and recommendations that will be presented when this job is done. But we have dug into the information deeply enough to see the general tenor of the conclusions and recommendations.

May I point out also here that while most of the tables shown today deal with *opinions* and we shall have many more tables dealing with opinions, there is also a wealth of *facts* to present to you later. I refer to such information as the extent to which agencies regularly ask their clients to review the performance of people working on their accounts, the extent to which various agency services are rendered to clients, the methods employed by advertisers to improve the quality of agency services, and so on.

Now, to turn to the implications of the survey information, we found two things—working relationships and compensation—particularly demanding attention.

In too many client-agency situations, working relationships are faulty. Expensive frictions and misunderstandings interfere with a smoothly operating partnership, and prevent the advertising dollar from producing the optimum return. No partnership is perfect, of course, but any successful partnership must be marked by a high degree of cooperation, understanding and confidence.

As for compensation, the degree of dissatisfaction in the industry has been indicated in the tables you have seen. Recall that of the advertising managers with budgets over $1,000,000: 17% said that the media commission was neither satisfactory nor practical; 36% would prefer the second alternative—no media commission; 22% think there will be a significant change away from the media commission method; 38% think there will be some change away from the media commission method, although they feel it will be the dominant method.

Where faulty client-agency relationships do exist, they reflect weaknesses on one or the other side, or on both sides, of the partnership, or what *should* be a partnership. Let's look at clients first. The survey indicates that *client top management* frequently doesn't fully believe in advertising, doesn't understand the true nature of advertising management or of the function of the advertising agency, doesn't select advertising personnel qualified to meet the requirements of the job, doesn't give the personnel the authority and responsibility they should have, fails to give the agency the information it needs to render a fully effective advertising performance, and second-guesses its own advertising department and the agency.

Advertising managers are obviously handicapped by top management that commits the foregoing sins. But even when they have a free hand, they sometimes afford poor liaison between the agency and the company, over-emphasize the importance of advertising to the point of diluting the strength of the company's total marketing mix, press the agency for service not really needed, and fail to evaluate agency services in any systematic manner.

These facts are supported by the answers to a number of questions we addressed to agencies and advertising managers. For one example, when we asked agencies what clients do to prevent them from getting maximum value from their agencies, 21% mentioned poor planning, 23% lack of confidence, 25% insufficient information, and 19% second-guessing.

AGENCY SHORTCOMINGS

Agencies not infrequently contribute to faulty working relationships in some situations by failing to probe deeply enough into the client's industry and business as a whole and its marketing operations in particular, by disregarding the demands of the marketing mix, by being reluctant or unwilling to explain the "why" of their recommendations, or, just the contrary, by giving in too easily to client's criticism and modifying recommendations simply to please the client.

In instances where a compensation problem exists, a solution is too frequently impeded, in our opinion, by such fallacious (even if sincere) thinking as:

1. A value cannot be placed on creative effort and therefore

have dug into the information deeply enough to see the general tenor of the conclusions and recommendations."

He said that often the top management of clients doesn't fully believe in advertising and, among other sins, doesn't hire qualified advertising personnel or give them the authority they need, gives the agency inadequate information and then second-guesses both its own advertising department and the agency.

Ad managers, he said, not only are handicapped by these shortcomings of their own management but sometimes have faults of their own, including poor liaison between agency and management, demanding agency services not really needed, failing to evaluate agency services systematically, and, again, second-guessing.

Among the faults of agencies he listed: failure to learn enough about the client's market and business, reluctance to explain recommendations or, on the other hand, yielding too easily to client criticism.

Prof. Frey also undertook to prick some popular balloons. He branded as "fallacious"—even if sincere—contentions that the media commission system is the only practical one because a value cannot be placed on creative effort; that elimination of the 15% media commission would discourage creativity on the part of agencies and reduce their incentive to give their best efforts; that a fee basis of compensation would involve continuous bickering between agency and client, or that cost accounting adequate to show an agency's profit and loss by accounts is too expensive.

His preview offered only one recommendation for media—that they review the whole question of compensation objectively—but he told newsmen the final report definitely would contain others, both on this and other subjects.

He made clear again, however, that the final report will not recommend any particular formula for agency compensation—a matter for case-to-case determination by advertisers and their agencies individually—but will, for example, make recommendations as to how agencies can improve their services.

Prof. Frey also denied that the report will or should be "the definite study" of advertising. He said: "The changes in marketing that have made this study imperative are going to continue and make a similar study imperative 10 or 15 years from now."

Of mutual agency-client-media criticism turned up in the study, Prof Frey said: "In talking to us and writing to us, advertisers were critical of agencies and vice versa. Advertisers and agencies were criti-

the 15% media commission method is the only practical one.

2. If the 15% media commission were eliminated:

a. Creativity on the part of agency personnel would be discouraged.

b. The incentive of agency personnel to put forth their best efforts would be reduced.

c. Advertisers would be unwilling to compensate agencies adequately for their services; advertisers would buy the lowest-priced service, disregarding quality.

d. Most dire prediction of all—agencies themselves would be eliminated.

e. The services now performed by agencies for media would no longer either be performed or performed as well.

3. A compensation method that is best for agencies is best for advertisers.

4. The installation and maintenance of a cost accounting system adequate to show profit and loss by accounts is too expensive to be practical.

5. A fee basis of compensation inherently involves continuous bickering and haggling between agency and client. The everyday client-agency relationships would be considerably altered.

What needs to be done in the light of such conditions as these? Most needed, in our opinion, is a willingness on the part of all segments of the industry to recognize that the problems do exist and to face up to them objectively, plus a determination to use the abundance of available creative talent and ingenuity in the industry in solving them. Where the problems exist, they must be solved on an individual client-agency basis. The buck can't be passed to others in the industry, to the industry as a whole, or to outsiders. And the problems should be attacked now. Tomorrow may be too late. There is not time for complacency.

Client top management must make up its mind whether it really believes in advertising or not, recognize the nature and demands of the advertising job and select an individual qualified by experience and training to fill it, give this man authority and responsibility, require that the agency account executive be a member in full standing of the company's marketing team, insist on a carefully integrated marketing program with advertising properly proportioned to the other components of the mix, require that marketing and advertising needs be carefully ascertained and the requisite services to fill them be purchased from the best qualified source, insist on a form and amount of compensation fair to both seller and the company, and support reasonable efforts to improve methods of measuring the effectiveness of advertising. Parenthetically, if advertising's effectiveness could be measured to a greater extent than is now possible, problems of working relations and compensation would shrink considerably in size.

The role of the advertising manager is perhaps adequately implied in the foregoing comments. In general, he should see that advertising objectives are clearly defined, use them constantly as a basic measure of the worth of agency recommendations, insist that recommendations be accompanied by "reasons why" and any alternatives considered, maintain contact (along with others in the company marketing department) with all members of the agency team, restrict his demands on them solely to services really needed by the company and best provided by the agency, and continuously endeavor to find the best method of agency compensation—one that is mutually satisfactory.

Agencies could make a great contribution to advertising generally by refusing to service accounts whose policies stand in the way of a fully effective performance by the agencies, and by individually or jointly "selling" advertising and the agency function to businessmen. On the day-to-day operating level, our survey reveals need for better ways of measuring and improving the quality of their services. Agencies should have profit and loss statements by account. Forty per cent do not have cost accounting in this respect today. Agencies should take initiative in searching for better compensation methods, remembering that for the client who is dissatisfied with media commissions as the basic method of compensation, such arguments as "It works," "It's simple," and "It evolved naturally" have little or no weight. The vaunted current flexibility of compensation arrangements in general means little to the advertiser (or agency for that matter) who finds the flexibility too limited to meet his specific requirements.

SELLING THEMSELVES SHORT

Parenthetically, again, we think that too many agencies underestimate their ability to command the prices their services merit under any method of compensation and also underestimate the willingness of advertisers to pay adequately for a high quality of service.

As for media, our only recommendation at this time is that they, too, study this whole subject of compensation objectively, reviewing their policies and practices with due regard for the interests of both advertisers and agencies and with the ultimate objective in mind of making all advertising more productive.

We believe that advertising is a most important activity in our economic system. We believe it has made, and is making, a great contribution to our economic welfare. We believe that advertisers, advertising agencies and media deserve great credit for this contribution of advertising. But equally we believe that complacency with the status quo is highly undesirable. Advertising faces even bigger challenges ahead. Current approaches, policies and practices may not be adequate to meet these challenges. That is why we think this taking count of stock is worth-while. We play only a relatively minor role in making it worthwhile, however. The major role must be played by you.

WHAT AGENCIES, ADVERTISERS, MEDIA THINK OF CONTACTS AND COMPENSATION

A new insight into advertisers' and agencies' opinions of each other—particularly regarding the services of agencies, their compensation and the working relationships between the two groups—is provided in the following tabulations. Key tables taken from last week's preview of the so-called "Frey Report" to the ANA (see page 27), they are based on a year's surveying of advertisers, agencies and media through detailed questionnaires supplemented by personal interviews. The views of media on two fundamental questions also are shown. Reflecting the importance attached to the opinions of large advertisers, the views of those spending more than $1 million a year in advertising are so shown separately in a number of the tables.

What Advertising Managers Think Of Agency Services in General

	All Advertising Managers %	Advertising Managers With Budgets Over $1 Million %
Excellent	31.8	41.5
Good	52.9	42.8
Fair	13.8	15.5
Poor	1.5	.2
TOTAL %	100.0	100.0
Effective Sample	3,081	447
Did Not Answer	77	9

What Advertising Managers Think Of Selected Agency Services

	Radio Program Production %	Tv Program Production %	Media Research %	Copy Research %	Market Research %	Publicity %
Excellent	28.6	27.1	34.2	24.8	44.2	20.8
Good	52.6	54.7	49.6	48.6	42.7	49.5
Fair	18.1	17.9	12.8	19.6	11.2	25.5
Poor	.7	.3	3.4	7.0	1.9	4.2
TOTAL %	100.0	100.0	100.0	100.0	100.0	100.0
Effective Sample	574	590	1,052	703	206	482
Did Not Answer	69	52	271	173	45	132

What Advertising Managers Say Are Agencies' Greatest Strengths

	All Advertising Managers %	Advertising Managers With Budgets Over $1 Million %
Technical Skill in producing ads, layout, art, copy	15.1	15.2
Knowledge of Industry; company, products, markets	13.3	7.0
Service; reliable, no production delays	11.4	7.8
Creative Ability	9.3	14.9
Cooperation; good working relationship	6.1	3.5
General Marketing Know-How; good merchandising	3.7	3.3
Media Selection	2.7	1.8
Integrity; honesty, sincerity	2.0	6.5
Cost Consciousness; economical, keeps costs down	1.7	1.0
Personnel Strength	8.7	8.9
All Others	12.9	20.4
Did Not Answer	13.1	9.7
TOTAL %	100.0	100.0
Effective Sample	3,081	447

What Advertising Managers Say Are Agencies' Main Weaknesses

	All Advertising Managers %	Advertising Managers With Budgets Over $1 Million %
Not Creative; no new ideas	9.5	14.9
Lack of Technical Skill in producing ads—weak in layout, art, copy	8.8	3.9
Inadequate Knowledge of industry, company, products, markets	6.8	10.4
Poor Service; slow, unreliable, production delays	6.7	8.4
Lack General Marketing Know-How; merchandising weak	3.5	6.9
High Costs; wasteful, not economical	2.5	.7
Not Cooperative; poor working relationship	2.2	3.0
Media Selection	2.1	6.5
Lack of Integrity	.3	1.7
Weak in Personnel; account executives, experience, number, teamwork, stability	12.2	9.7
All Others	22.7	16.7
Did Not Answer	22.7	17.2
TOTAL %	100.0	100.0
Effective Sample	3,081	447

cal of media and vice versa. But each of these groups . . . made many complimentary comments about the others. Also, many individuals did a little confessing to weaknesses in their own organizations and operations. Overall, satisfaction outweighed dissatisfaction in comments we received."

His report, he continued, "is not a reflection upon anybody or any institution. It is a means of making a strong industry still stronger."

ANA President West echoed this objective when he later told newsmen that the study probably is the most searching self-examination any industry has undertaken—that it took strength to do it and that it should work for the good of advertising in the long run. However, he said, the study makes clear that "things are not as good as they ought to be."

Prof. Davis explained that in making the study, the one major objective he and Prof. Frey had in mind was "to produce better data on opinions, attitudes and practices in the advertising field than had heretofore been gathered." He said they put major emphasis on questionnaires, but also "spent considerable time in personally interviewing the same groups of people to whom we sent questionnaires" and, additionally, "personally interviewed certain key groups, e. g., networks, to whom we did not send questionnaires." The interviews, he reported, numbered approximately 150 and took place in key cities from Boston to Los Angeles.

In designing the survey sample, he continued, principal emphasis was placed on (1) advertising managers, a phrase used to denote the principal advertising executive regardless of his actual title, and (2) agencies. Various types of media also were sampled, along with top management of the firms whose ad managers were being questioned.

Prof. Davis said that of 13,000 ad managers in the U. S., the sample included 3,795. Of 1,806 agencies, the sample was 1,806. Of 5,902 media, it was 2,107 and of 13,000

Is There Adequate Liaison Between Account Exec. & Ad Manager? (Advertising Managers' Opinions)

	All Advertising Managers %	Advertising Managers With Budgets Over $1,000,000 %
Adequate Liaison	78.3	71.8
Inadequate Liaison	15.0	25.3
Did Not Answer	6.7	2.9
TOTAL %	100.0	100.0
Effective Sample	3,081	447

Is There Adequate Liaison Between Ad Manager & Account Exec.? (Agency Account Executives' Views)

	All Agencies %	Agencies Billing Over $10,000,000 %
Adequate Liaison	46.3	58.3
Inadequate Liaison	49.8	38.9
Did Not Answer	3.9	2.8
TOTAL %	100.0	100.0
Effective Sample	508	36

How Much Should Agencies Be Paid For Own Shows, Outside Packages? (In Opinion of Tv Ad Managers)

Amount of Compensation	When Agency Produces Tv Shows %	When Agency Buys Packaged or Network Tv Shows %
More than 15%	31.1	6.2
15%	60.8	35.3
Less than 15%	8.1	58.5
TOTAL %	100.0	100.0
Effective Sample	520	546

How Much Should Agencies Be Paid For Own Shows, Outside Packages? (In Opinion of Tv Agency Men)

Amount of Compensation	When Agency Produces Tv Shows %	When Agency Buys Packaged or Network Tv Shows %
More than 15%	69.7	12.8
15%	29.7	80.9
Less than 15%	.6	6.3
TOTAL %	100.0	100.0
Effective Sample	189	258

The Media Commission System as now Practiced: Is It Satisfactory, Practical or Neither?

	All Advertising Managers %	Ad Managers With Budgets Over $1,000,000 %	Advertiser Top Management %	Agencies %	Media %
Satisfactory	60.5	51.3	61.7	47.1	53.4
Unsatisfactory but most practical method	24.6	30.9	24.4	42.7	28.0
Neither satisfactory nor practical	11.9	17.3	9.8	10.0	17.4
Did not answer	3.0	.5	4.1	.2	1.2
TOTAL %	100.0	100.0	100.0	100.0	100.0
Effective Sample	3,081	477	193	508	596

(These are views of advertising managers, advertiser top management, agencies and media)

What Methods of Agency Compensation Would Ad Managers, Agencies, Media Like?

	All Advertising Managers %	Ad Managers Budgets Over $1,000,000 %	Agencies %	Media %
Orthodox System. 15% media commission paid only to agencies; advertiser cannot buy space or time at less than the gross rate.	41.6	50.1	67.9	40.2
First Alternative. Media commission for agency services to media plus agreed upon additional compensation from advertisers for agency services rendered to advertisers; advertisers cannot buy space or time at less than gross rate.	5.9	4.2	5.1	14.8
Second Alternative. No media commission; advertisers pay agency agreed upon amounts for services; advertisers can buy space or time at net rate.	29.2	36.3	9.7	35.9
Did not answer.	23.3	9.4	17.3	9.1
TOTAL %	100.0	100.0	100.0	100.0
Effective Sample	3,081	477	508	596

How Ad Managers, Agencies, Media View Chance for Change in Agency Compensation

Now that Prof. Albert Frey has completed his year-long study of advertising agency practices and compensation, has previewed it and is in the process of compiling the final report, what will the result be?

Along with all the other questions put to advertisers, agencies and media in the course of their study, he and Prof. Kenneth Davis included that very one.

A majority in each group felt there would be no change or that in any case the media commission method will remain dominant. Prof. Frey thought that "probably the most interesting facts here are that 27.3% of the advertising managers with large budgets think there will be no change, and that a somewhat smaller number, 22%, feel there will be a significant change.

	All Advertising Managers %	Ad Managers Budgets Over $1,000,000 %	Agencies %	Media %
No change.	29.0	27.3	40.6	40.1
Some change, but media commission method will remain the dominant method of compensation.	28.9	37.9	41.3	34.6
Significant change away from media commission method in next few years to new compensation method.	10.6	22.0	5.7	9.2
Don't know.	24.0	9.0	11.2	14.1
Did not answer.	7.5	3.8	1.2	2.0
TOTAL %	100.0	100.0	100.0	100.0
Effective Sample	3,081	477	508	596

top managements it was 1,012.

All ANA members were sampled "because we wanted to make sure that our returns included a high proportion of the larger advertisers." Of the approximately 12,500 national advertisers who are not ANA members, one out of every four was chosen on a random basis. When the returns came in, Messrs. Frey and Davis put these two parts together "in their proper proportion" to get the "effective sample."

Prof. Davis described the "effective sample" as representing "the return we would have gotten if we had sent questionnaires to the 13,000 advertising managers."

(President West questioned later if there actually are 13,000 national advertisers in the U. S. Prof. Davis explained that *Standard Advertising Register* lists 14,000 but that this was reduced by 1,000 to take into account firms that had gone out of business or did no national advertising in 1956.)

For the study of agencies, Messrs. Frey and Davis used the 1,800 listed with accounts in *Standard Advertising Register.* Details of the media sampling were not given, except that radio and tv stations, general magazines, newspapers, farm and business publications were all included and there was a special study of direct mail and point-of-purchase media. Mr. Davis explained later that questionnaires went to all tv and all 50 kw radio stations and to a sampling of radio stations of lesser power.

Questionnaire returns totaled 845 from ad managers, 412 from agencies, 277 from media and 193 from top management of advertisers. Messrs. Frey and Davis both called the returns "excellent" statistically. Actually, they said, on the effective sample basis the returns represent 70% of all advertisers with budgets over $1 million; 71.5% of all such ANA members; 60% of all ANA members regardless of budget size; 64% of all agencies billing over $30 million, 55% of all agencies billing over $5 million and 45% of 4A members.

LESTOIL RIDES TV INTO 'BIGTIME'

• Eskenasy tells ANA how detergent used video to expand

How a $300-a-week test was parlayed into a $4 million-a-year investment in television was detailed to the Assn. of National Advertisers last week by I. L. Eskenasy, vice president of Adell Chemical Co., whose Lestoil liquid detergent was the beneficiary of the tv-only campaign.

It was a "last-ditch attempt," Mr. Eskenasy said, when Adell decided four years ago —after eight years of "trial and error"—to put everything into television in its effort to establish Lestoil in the retail market (it was already set in the industrial field).

"We contracted for 30 one-minute commercials per week on one tv station for a full year," he reported. "We even obtained a credit assurance at the bank . . . for financing during this period if needed. . . .

"We purchased many spots—the least expensive times—but many of them. . . . Results were sufficiently encouraging for us to purchase a similar tv saturation campaign on another station within three months and still two more stations within the next three months.

"One year after we began the tv saturation campaign, we entered a completely new market. The results were more spectacular and sales increased rapidly there. We then continued from market to market in New England on this tv saturation basis and surrounded our first major city—Boston.

"Within several months the demand for Lestoil in Boston warranted the big step of signing up for similar saturation spot campaigns on both Boston tv stations. From there we entered market by market into new areas outside New England. Results from initial areas by this time snowballed Lestoil sales into the No. 1 selling all-purpose detergent in those areas where it was advertised.

From $300 to $90,000

"We began our tv campaign four years ago with an expenditure of $300 per week on one station. Today we are spending $90,000 each week on a total of 90 stations—better than $4 million per year on one medium only—television—and then in only a limited portion of the U. S., since our current distribution covers only the Northeast. If this same rate of expenditure were extrapolated throughout the remainder of the U. S., we would be spending $10 million a year on one product. We have attained the No. 33 position on the list of top tv advertisers."

Mr. Eskenasy said Adell works through a house agency, Jackson Assoc., which is "the same as any other agency except that they are close by when needed," so that the whole process of advertising "is greatly expedited."

By now, he said, "our entry into a market is almost down to a scientific formula. We know exactly how long it will take to 'crack' a market, given a set number of tv commercials per week in that market. With 'x' number of tv spots per week, we do 'y' dollar sales volume after a certain length of time. If we double 'x,' 'y' likewise increases proportionately.

"For example, we doubled our number of commercials in Maine after advertising there for a two-year period. Our sales more than doubled soon thereafter. Of course, there's a point of diminishing returns—but we do use up to 75 one-minute commercials per week in single cities to excellent advantage."

Mr. Eskenasy was one of five advertisers on a Tuesday morning ANA panel on "Our Best Campaign—and Why."

J. R. Barlow, manager of product advertising for Chrysler Corp., gave an insight into the decision to give television a substantial role in Chrysler's "forward look" campaign.

As part of the move to throw off the "label of conservatism" that had been hung on Chrysler in the public mind, he said, Chrysler and its agency, McCann-Erickson, set out to obtain for the car maker "a major franchise in the one medium it had hitherto handled with great conservatism—television. It was imperative that we have the double approach of black-and-white and color print and television. And in the latter we needed to attain major position with great speed and effectiveness."

He said they chose Bill Lundigan as program host after "a systematic search for a young man with whom most Americans could come to feel at home," and picked *Climax* as the program "after much study of types of programs that could be counted on to produce large audiences." Mr. Barlow continued:

"We wanted an investment—not a gamble. *Shower of Stars* was [added] . . . on a monthly, or 10 times a year schedule, to reach for that part of the audience that won't sit still for a drama and also to capitalize on any values that might develop from the birth of color tv."

From 87 stations in 1954-55, he said, Chrysler's CBS-TV lineup for *Climax* and *Shower* was extended first to 136 stations and then this year, to 176. And for its 1958 models "we have again done the pre-selling job in all four media—magazines, newspapers, television and spot radio. The same message is used in all media for a week to constantly impress the product superiority and advanced design of our new cars."

Success?

Mr. Barlow reported: "Since 1954 Chrysler Corp.'s share of market has expanded by an eye-opening 50%. Our current share of market is about 20% and demand for our products seems to be growing. Plymouth has regained its traditional third-place position, and the Imperial has turned in the astounding record of tripling its sales of a year ago. . . ."

Reginald L. Johnson, vice president and director of advertising, Johns-Manville Corp., said his company decided last June to switch to national magazines because "our advertising dollars would not go far enough" to continue sponsorship of its program on a full-network basis. But he had no regrets about some 15 years' use of the broadcast media on a steady basis.

He pointed out that for 12 years Johns-Manville sponsored *Bill Henry and the News*, a five-minute program, for five nights a week "and feels the investment was well worth while." Then the company switched to tv, co-sponsoring *Meet the Press* for some 2½ years and, with it, was able to do "a good job of advertising our major products and giving the public a general picture of our diversified operations."

Other speakers on the successful-campaign panel included George W. Head, National Cash Register Co., and Robert E. Davis, Imperial Paper & Color Corp.

CUNNINGHAM URGES ANA TO RESCUE TV

• Says it's 'boring,' 'imitative'

• Asks 'more refreshing' programs

A warning that "a most important advertising tool"—television—may be "in danger of being blunted and dulled" was laid before the 48th annual meeting of the Assn. of National Advertisers last week.

MR. CUNNINGHAM

John P. Cunningham, president of Cunningham & Walsh, sounded the warning and called upon both advertisers and agencies to encourage the development of "more refreshing entertainment" and to "look beyond the ratings always to maintain television as a well-rounded medium so that it may fulfill its destiny."

He said television's strength is being sapped by what he called the "boredom factor"—the incidence of viewers who find programs trite and boring—and that boredom is being compounded by imitation which "has lately become alarmingly intensified."

Quiz and audience participation shows, he noted, have reached the "almost unbelievable" total of 64 per week, while westerns have reached the point—15 a week—where "it looks as if the living rooms of America will become noxious this fall with the smell of smoking guns." Variety programs conducted by singers "have reached a record high this fall with 14 shows per week."

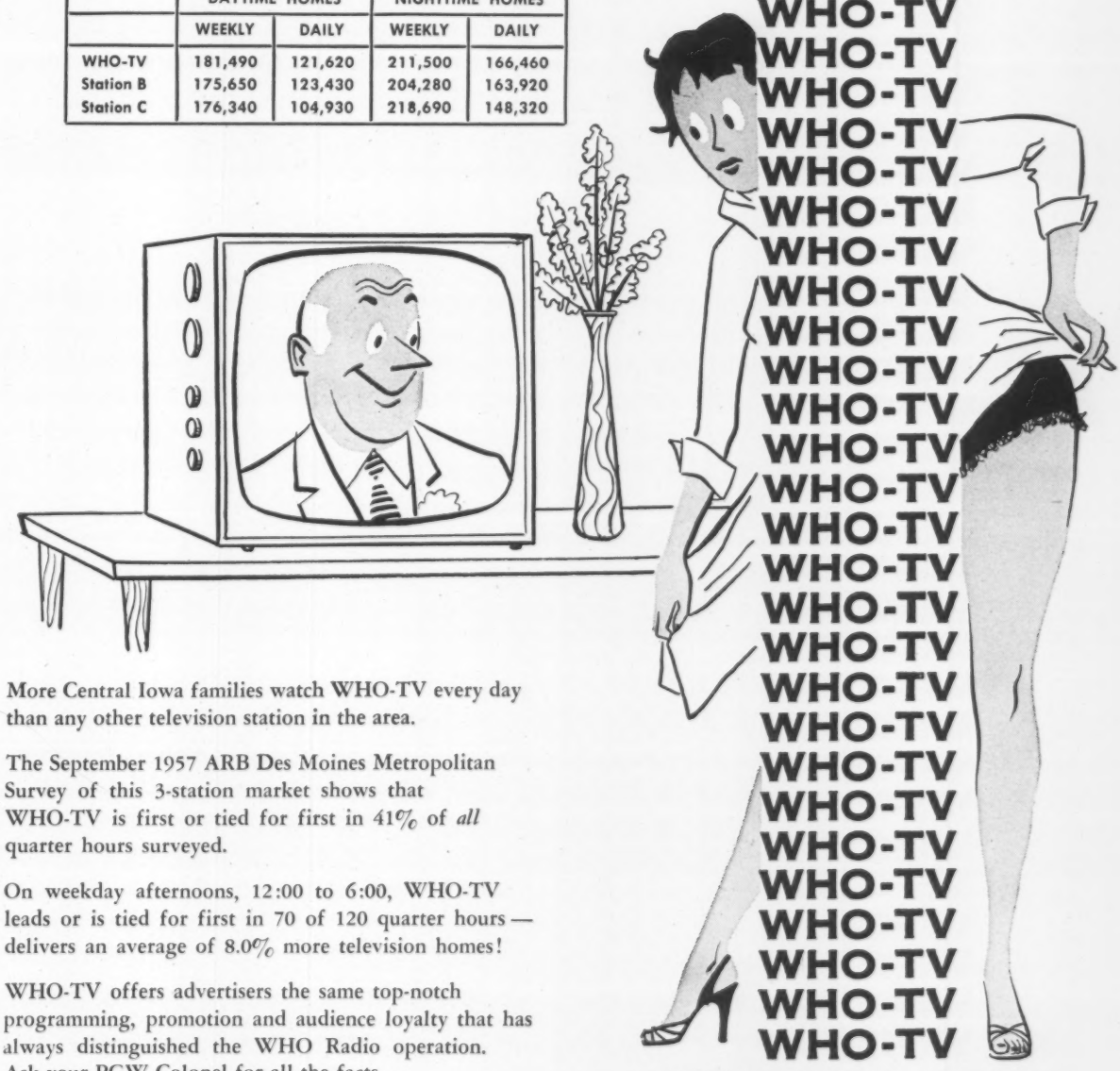
Mr. Cunningham told the advertisers that "the time has come when we advertising men have an absolute obligation not to add another singer to the herd or another quiz show to the cluster or another western to the swarm unless it is a better one—a matter of creativity.

"I'm brash enough to say that anybody who buys another western, unless it is a marked creative departure from the pattern (as *$64,000 Question* was in the quiz field

GOOD LOOKIN'

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320



More Central Iowa families watch WHO-TV every day than any other television station in the area.

The September 1957 ARB Des Moines Metropolitan Survey of this 3-station market shows that WHO-TV is first or tied for first in 41% of *all* quarter hours surveyed.

On weekday afternoons, 12:00 to 6:00, WHO-TV leads or is tied for first in 70 of 120 quarter hours — delivers an average of 8.0% more television homes!

WHO-TV offers advertisers the same top-notch programming, promotion and audience loyalty that has always distinguished the WHO Radio operation. Ask your PGW Colonel for all the facts.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

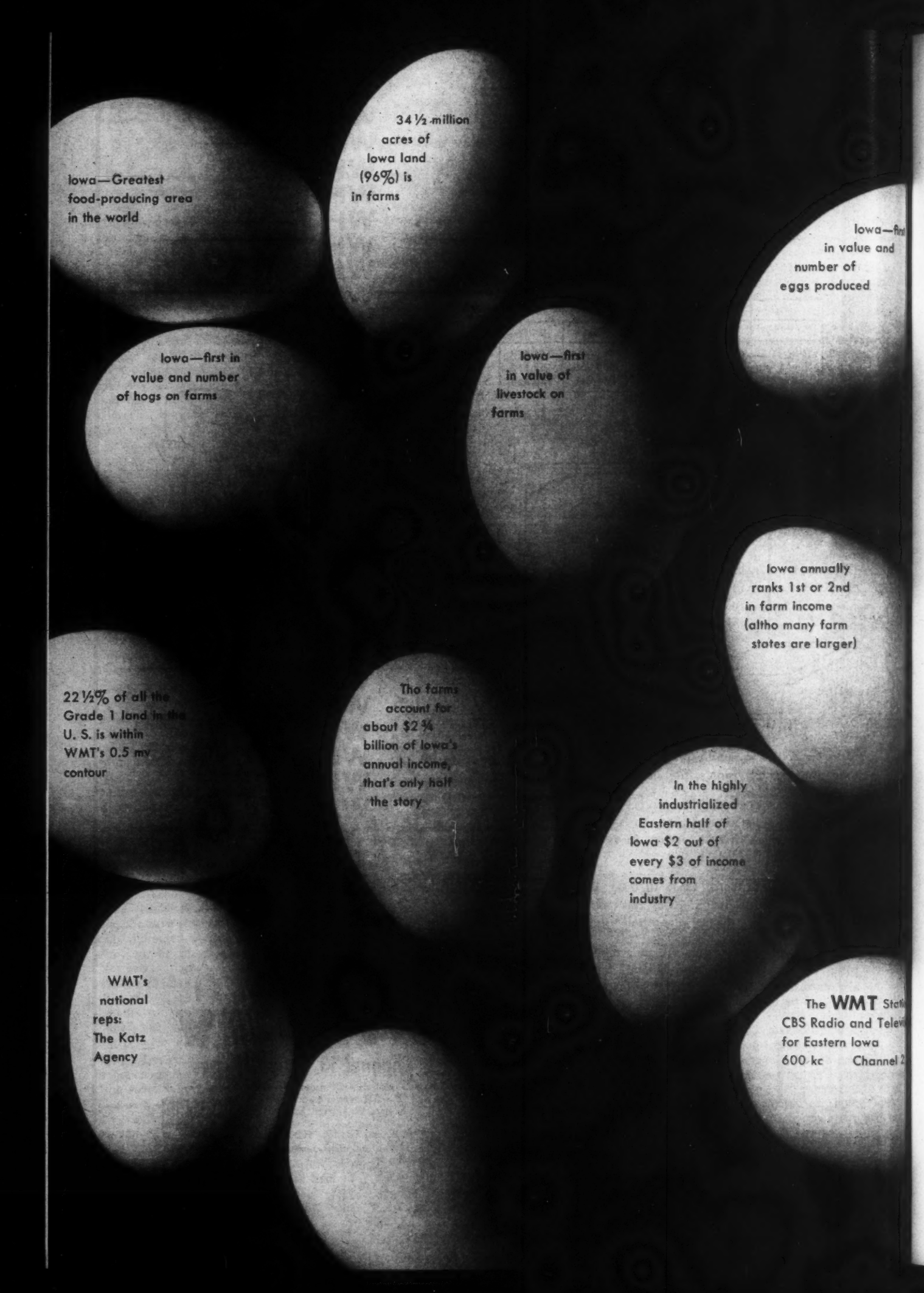
WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate


Iowa—Greatest food-producing area in the world
34½ million acres of Iowa land (96%) is in farms
Iowa—first in value and number of eggs produced
Iowa—first in value and number of hogs on farms
Iowa—first in value of livestock on farms
Iowa annually ranks 1st or 2nd in farm income (altho many farm states are larger)
22½% of all the Grade 1 land in the U. S. is within WMT's 0.5 mv contour
Tho farms account for about $2¾ billion of Iowa's annual income, that's only half the story
In the highly industrialized Eastern half of Iowa $2 out of every $3 of income comes from industry
WMT's national reps: The Katz Agency
The WMT Stat
CBS Radio and Telev
for Eastern Iowa
600 kc Channel 2

two years ago) ought to turn in his grey-flannel suit and go to the eternal showers."

Noting that *I Love Lucy* out-pointed Shakespeare four-to-one in the ratings last season, Mr. Cunningham pointed out that the Shakespearean production nevertheless was seen by 15 million people. For Shakespeare, he said, this was "failure" according to the "ruthless law of the decimal point" but not according to "all the less distinct laws of artistry." He continued:

"It is much too easy to say: 'I buy by ratings,' or 'give the people what they want—I'll buy it.'

"I mean that our obligation to tv goes much, much deeper than that. As advertising men, we must be interested in all tv —not only in our own programs. We want it to be a strong, well-rounded medium. A multiplication of the same type of show, such as the present wave of singers, quizzes and westerns, can only narrow the base of television, restrict its power, its values to the people.

"Even the most ardent ratings devotees have an obligation to their companies to look around and beyond the ratings."

He said, "You can buy other things beside coverage," citing "atmosphere" as an example and pointing out that "from a strictly selfish, cost-accounting point of view, it can be commercially sound to buy fewer people at a time in a better program atmosphere."

The C&W president said that "our obligation, along with broadcast executives, as trustees of programming, requires that we help make room for Shakespeare and others of his ilk for these reasons:

"The 10 to 20 million people who like Shakespeare better than *Lucy* have every right to their minor share of their own airwaves. This kind of program isolates the right markets in the right mood for certain products.

"Some of us may want access to these markets. Even those who don't, want a full-rounded medium, not a narrow-based one.

"The networks want this too. And they are certainly trying. NBC is offering 100 specials this year. CBS, too, has many new creative shows coming. Some of them I am sure will point the way to more refreshing entertainment in the next few years.

"For the sake of tv's future, we must encourage them where we can."

Mr. Cunningham said his firm, in its annual Videotown studies, had undertaken to measure the "boredom-factor" by determining the percentage of viewers who made unfavorable comments—"I'm tired of it," or "same old stuff," or "my interest wore out," etc—about specific shows. He displayed a "boredom-factor index" which ranged from 11 for *I Remember Mama* and 21 for *What's My Line* to 55 for Milton Berle and 47 for Arthur Godfrey.

"This doesn't mean that a show with a low boredom-factor is a good buy, nor one with a high boredom-factor is a bad buy," he asserted. "It simply means that some types of programs have greater capacity to bore people than others. There still may be a better advertising potential among the Great Unbored sector of a show with a high boredom-factor. That is a matter of numbers.

"But it proves what we long suspected, that any show dependent on a single personality has a greater boredom-factor than those that are less so."

He acknowledged, however, that "there have been some wonderful exceptions" to this conclusion, among them Jack Benny and Bob Hope.

While the index of boredom has been rising steadily, Mr. Cunningham said, people nevertheless watch programs that bore them —"but they tend to tune out their minds, which is bad for advertising."

He voiced confidence that "as the manly medium of communication that it ought to be, [television] will face the realities of life," offering such fare as "wider and deeper coverage of the UN; many, many more such hours as the Khrushchev hour on CBS last spring; televised Congress and courts," etc.

But he felt that "thoughtful business behavior" requires advertisers, in considering any program, to "look right straight through the ratings to see: (1) Is there the danger of a fast-developing boredom-factor? (2) How much of the destructive force of imitation is present? (3) Does this program provide the surest access to my market? (4) Does my product need the backing of a good 'house image' and is this it?"

He concluded: "We must never forget that the airwaves do not belong to the advertisers—or to the networks—nor to the FCC—nor to the Federal government. They belong to the people of the U. S."

ANA Elects Winslow As Board Chairman

Ralph Winslow, vice president and manager of the marketing department of Koppers Co., was elected chairman of the Assn. of National Advertisers last Monday as ANA opened its 48th annual meeting (see page 27).

MR. WINSLOW

Mr. Winslow, who had been vice chairman, succeeds George E. Mosley of Seagram Distillers in the chairmanship.

Henry Schachte, Lever Bros. vice president and ANA treasurer, was elevated to vice president of the association, and Paul B. West, ANA's chief executive officer, was re-elected president.

Six new board members were elected: J. R. Barlow, manager of advertising services, Chrysler Corp.; Roger H. Bolin, advertising director, Westinghouse Electric Corp.; Rex M. Budd, director of advertising, Campbell Soup Co.; Melvin S. Hattwick, director of advertising, Continental Oil Co.; Bertram V. Jones, Link-Belt Co., and Everett M. Runyon, California Packing Corp.

Board members who continue to serve this year: George J. Abrams, Revlon; David F. Beard, Reynolds Metals; Ralston H. Coffin, RCA; Donald S. Frost, Bristol-Myers Products Div.; George Frost, Cannon Mills; Henry M. Kennedy, Prudential Insurance Co.; Howard A. Marple, Monsanto Chemical Co.; Albert R. Stevens, American Tobacco Co., and Ray Weber, Swift & Co.

Retiring board members are Edwin W. Ebel, General Foods; Ralph H. Harrington, General Tire & Rubber Co.; John B. McLaughlin, Purex Co.; M. Anthony Mattes, Standard Oil of California; William G. Power, Chevrolet Div., General Motors, and Ben H. Wells, Seven-Up Co.

McCoy Dramatizes Spot Radio Story

The story of spot radio—"the one advertising medium which reaches into 97% of all the homes in the U. S. A. and in addition gives you the biggest out-of-home circulation of all"—was dramatized for the Assn. of National Advertisers last week by Arthur H. McCoy, executive vice president of John Blair & Co., station representatives.

Speaking at a closed, workshop session in which television's and network radio's story was told by Lansing B. Lindquist of McCann-Erickson (see page 36), Mr. McCoy pointed up the "community interest" programming of local stations, the believability of local personalities, and—for advertisers—the sales advantages of being associated with this programming.

He cited a Pulse survey showing 85.9% of the people interviewed said spot radio personalities advertise good products, that 61.6% identified sponsoring products and 69.2% said they would try a new product recommended by their favorite personality.

Mr. McCoy's presentation, illustrated by slides and sound effects, also revealed results of a nationwide survey conducted by the Blair firm to select the "best" spot radio commercials on the air during the past summer. Based on interviews with some 150 agency executives and more than 1,000 broadcasters, the study showed the following as the six outstanding commercials (not necessarily in rank order):

Pepperidge Farm breads, Budweiser beer, Dodge cars, Pepsodent toothpaste, Winston cigarettes and Beech-nut gum.

While playing the winning commercials, Mr. McCoy offered capsule success stories.

He pointed out, for instance, that Dodge put more than 50% of its budget into spot radio "because they felt this was the only way that they could obtain the repetition necessary to establish their competitive sales point," and "dealer and consumer reaction was so good that they extended their schedule five weeks beyond the original expiration date."

He said the Pepsodent commercial "plus 80% of their budget in spot radio produced the outstanding media success story of 1956" and "their continuation through all of 1957 is keeping the Pepsodent name constantly in the consumer's mind."

He noted that 1956 was "spot radio's biggest year" and that 1957 to date is running 40% ahead of last year."

RADIO-TV: THEY'RE NOW GROWN UP

Both radio and tv have reached maturity in terms of stations, audience and programming, offering the advertiser many advantages not heretofore available from these media, Lansing B. Lindquist, vice president and associate director of McCann-Erickson's tv-radio department, told the Assn. of National Advertisers last Monday. But there are wrinkles to iron out, new challenges and new obligations the advertiser must meet successfully to get the greatest benefits from the two media, he said. A condensed text follows:

When we stand back and take a long look at the two broadcast media, something newer than westerns, musical shows, subliminal perception and even sputnik becomes apparent. It is maturity! When we turn the corner into 1958 we are dealing for the first time with a full-blown, grown-up set of media tools.

Five years ago network radio had reached its lowest ebb. The big 50-kw network stations were losing their audiences. They and the networks were clinging to an outmoded concept of broadcast advertising. The independent stations were growing more successful, more prosperous, more respected.

Today the radio networks, having put their backs to the wall with nowhere to go except forward, have gone a long way forward. There is no doubt network radio today is programmed, scheduled and priced more intelligently than ever before in the history of the medium.

The year 1953 was not an early one in the history of television. There were commercial programs as early as 1947. In 1951 we fed the first programs from West to East. In 1952 the political telecasts created an important "first."

In 1953 only 56% of American homes had tv receivers. There were 74 tv markets and vast areas could not receive any television service at all. There were only 123 stations. New York, Los Angeles, Chicago, Washington, Philadelphia, Cleveland and Detroit were almost the only major markets with more than two television stations. The single-station markets were frightening. They included Pittsburgh, Buffalo, Jacksonville, Miami, New Orleans, St. Louis, Kansas City and San Diego, among others. Advertisers were faced with the most extreme example of the law of supply and demand. Advertisers, agencies, networks—clamoring for circulation in the medium—were going to great lengths to obtain clearance in these difficult markets. We were addressing our messages to audiences which were partly captive, rather easily impressed and available only through certain networks and stations.

So we were living in an area of scarcity of outlets, an area in which almost any program which had fair circulation could get a phenomenal rating. Milton Berle owned Tuesday night with ratings as high as 57.7. *I Love Lucy* earned a phenomenal 73.0 in February 1953.

Today there are three networks, and station-wise, rating-wise and program-wise, they are as nearly comparable as can be expected. The problem markets such as Pittsburgh and Boston will be cleared [for ABC] by the first of next year. They are the last.

So the first element in television's maturity is stations—enough to service the existing networks—with some important independents to supply their own special contributions to the advertising picture.

The second element is ratings. It is interesting to examine a Nielsen pocket piece for January 1953. The top rated program was *I Love Lucy*, with Arthur Godfrey in second place, and Gillette *Cavalcade of Sports, Studio One* and Robert Montgomery, all in the top ten. The highest rated ABC program in that period was number 27 in rank. It was the *Lone Ranger*. This delivered a Nielsen rating of 33.1 and an audience of only slightly more than 7 million homes. *Disneyland*, which was the first important evidence of the growth of a truly three-network medium, did not come on the air until late 1954. In January of 1955 it was achieving a Nielsen rating of 50 and reaching 15 million homes. By September 1957 the latest rating available showed that *Disneyland* was earning a 31.4 and delivering 12.5 million homes.

The time period in which *Disneyland* falls will probably be the best example of a three-way split in ratings in this season. *I Love Lucy* and the *Big Record* on CBS, and *Wagon Train* on NBC look as though they and *Disneyland* will each earn about 33% of the available audience. The interesting fact is that although the audiences are even, they will be larger than anyone could have imagined ten or even five years ago. While we are edging toward total saturation more slowly than five years ago, competition has increased interest to such a degree that audiences are holding their own or increasing in the face of competition.

The third element in television maturity is programming. In 1953 program popularity depended on station clearance. In 1958 it depends almost entirely upon excellence of programming material. The Wednesday period is a case in point. No one has ever argued with the great showmanship talent of Walt Disney. Opposed to him this season are Lucille Ball and Desi Arnaz. *Wagon Train* has enlisted some of the finest talent in Hollywood. There are other examples: the new *Frank Sinatra Show*, ABC's *Maverick, Sugarfoot, Cheyenne*, and the Eddie Fisher and George Gobel combination.

Advertisers in some cases have resented the stringent regulations the networks and package producers have placed on their use of the medium. A film producer, faced with a tremendous investment to provide a season's entertainment, would naturally try for a 39 and 13 pattern of new shows and repeats, and in the past area of scarcity he has been able to sell his product on this basis. The networks with prime evening time at a premium have been able to insist on firm 52-week contracts. An advertiser whose selling season does not coincide with these arbitrary rules, has been faced with a difficult set of problems.

MR. LINDQUIST

It is probably too much to hope that these rules will be relaxed immediately; for a long time to come it is doubtful that the networks will be willing to sell their prime evening time on less than a firm 52-week basis, but there are encouraging signs that television may be used more flexibly in the immediate future than in the past. Subject to the normal short-rate penalties there are some time periods now developing in which less than 52-week contracts may be obtained. The weight of competition has been changed before by adroit programming against it, and some of these periods in which flexibility is possible afford a real challenge to an advertiser and his agency.

The package producers, whether they be independents, networks or agencies, are also more flexible. There is nothing magic about the 39-13 formula and it is slowly losing power as a standard measuring stick. It is seldom possible to sign talent contracts on very short cancellation notices. It is important that headline performers have some assurance that their programs will be on long enough to establish themselves. Again, common sense will prevail.

Perhaps the most important thing the new maturity of these media means is that it brings a new obligation to the users of them. You and your competitors have virtually equal access to your potential customer—the artificial areas of inequality have passed. This means there is one way to reach him in numbers large enough to offset the high cost of television and the tendency of radio to be diffuse. This is the program way. Imagination is not a substitute for money but it can be a dollar-stretcher. It can give you better commercials, better audiences, better ratings, better sales.

CBS Foundation Inc. News and Public Affairs Fellowships for 1958-1959

CBS Foundation Inc. has established at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows will have all University expenses paid and in addition will receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1958-1959.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and operating techniques at CBS Radio and CBS Television studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television as media for news and public affairs programming.

The second series of fellowships, offered for the academic year 1958-1959, will start in September 1958.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be received not later than December 16, 1957. The Selecting Committee will announce its selections about February 15, 1958.

Requirements for Applicants

1. Qualification in one of the following categories:
   - A. News and public affairs staff employes of (1) the CBS Radio Network and its six owned stations; (2) the 196 U.S. stations affiliated with CBS Radio, but not owned by it; (3) the CBS Television Network and its five owned stations; (4) the 183 U.S. stations affiliated with CBS Television, but not owned by it.
   - B. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.
   - C. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee *(for 1958-1959)*

On Behalf of the Public:

LEWIS W. DOUGLAS, *former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; former Principal, McGill University; Chairman of the Board, Mutual Life Insurance Company of New York.*

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.*

BYRON PRICE, *former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JACQUES BARZUN, *Dean of the Graduate Faculties.*
DR. JOHN A. KROUT, *Vice President and Provost.*

On Behalf of CBS Foundation Inc.:

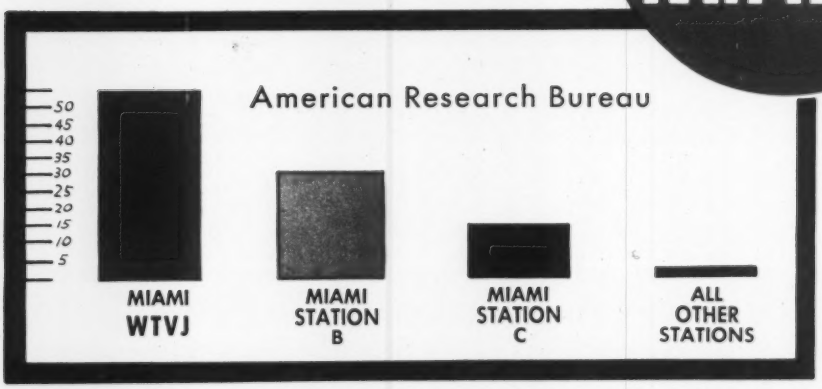
SIG MICKELSON, *Vice President in Charge of News and Public Affairs, CBS, Inc., and a member of the Board of CBS Foundation Inc.*
EDWARD R. MURROW, *News and Public Affairs broadcaster.*

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.

They STILL* Read Us

IN MIAMI

369 ¼ HR. RATING "FIRSTS"
OF A TOTAL OF 506



Station Share of "Sets in Use" • Sign-on to Sign-off

The September Miami and West Palm Beach ARB's prove conclusively that WTVJ is the ONLY station giving complete, unduplicated coverage of the entire 15 county, 2 billion dollar South Florida Market.

CBS TELEVISION NETWORK
BASIC AFFILIATE

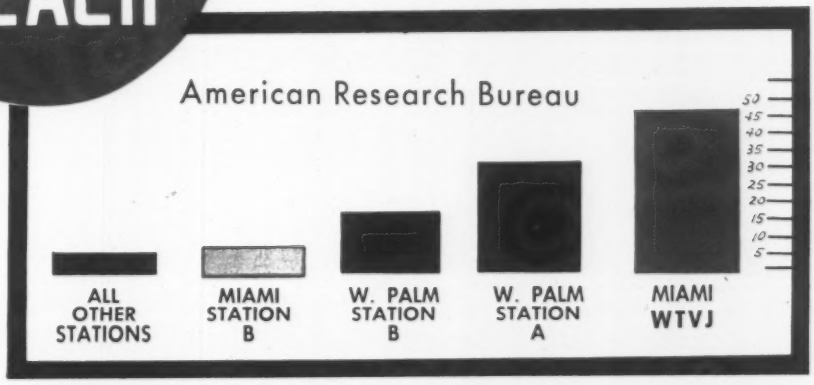
FLORIDA'S FIRST T

*We said this last January — AR

Loud And Clear!

IN W. PALM BEACH

324 ¼ HR. RATING "FIRSTS" OF A TOTAL OF 500



Station Share of "Sets in Use" • Sign-on to Sign-off

WTVJ delivers more audience than all other South Florida TV stations combined!

Obtain the complete story of WTVJ's selling prowess from Your PGW Colonel.

evision Station

proves it again in September!

WTVJ Channel 4 MIAMI

THAT COTY GIRL'S GOING PLACES

- **One way may be into network tv—if test results are good**
- **Move could double present $2.1 million in broadcast money**

Coty Inc., a perfume house that is rapidly undergoing product diversification and which to date has limited its tv activities to heavy spot, is contemplating network sponsorship. It is prepared to double its present broadcast allocations of $2.1 million—60% of its total budget—but may, at the same time, cut back its use of spot, according to officials of both Coty and its agency, Heineman, Kleinfeld, Shaw & Joseph Inc. (formerly Franklin Bruck Adv.), New York.

To the secretive and ultra-competitive cosmetics trade, patented mixtures are things not talked about. But 57-year-old Coty, intent on catching up to its network-using rivals like Revlon, Rubinstein, Factor, Curtis and Bishop, is not silent about a formula it feels has done wonders for the firm to date: spot tv. The equation reads as follows: Beautiful girl plus big, black picture hat equals Coty.

Last Saturday, Coty began laying the groundwork for network sponsorship (target date: September 1958) by "testing" the power of the Coty girl within the framework of a regular program as opposed to the established Coty spot technique. At an estimated cost of $40,000, Coty has begun sponsorship of CBS Television Film Sales' *The Honeymooners* on WMCT (TV) Memphis and WBNS-TV Columbus, Ohio, both for at least 26 weeks. Results of this test will determine to some extent how and where Coty will plunge into network tv.

Meanwhile, Coty executives have been meeting with CBS-TV and NBC-TV programming officials to discuss possible plans. Coty wants to find a show that will cause considerable talk in trade circles but at the same time won't cater to a clearly-defined audience such as the "western" aficionados.

Coty's Seigel declares "We want to be talked about." But he feels that a controversial program would do little toward building a "pleasant corporate image."

It cannot afford to alienate the housewife. While Coty is internationally known as a maker of high-priced perfumes, a good share of its domestic business consists primarily of bread-and-butter items. On television as well as radio, Coty's line ranges in price from $1.25 ("24" lipsticks) to L'Aimant parfums ($100.00) with in-between items covering Coty curl-set, spray mists, powders and compact makeup. Its men's line has not yet been advertised on the air. Coty, which now insists that its talent in both broadcast media stress the phonetic "lay-mont" when hawking perfumes, also plans shortly to introduce its new Polysil medicated hand lotion on tv—an item pegged at $2 a bottle.

When and if Coty takes the network plunge, chances are that its heavy spot schedules (14-16 tv spots a week in 20-40 markets) and saturation radio (6-8 weeks before Christmas in 40 multiple station markets) will be curtailed sharply.

Insofar as competing ad budgets go, Coty's is distinctly small, but its size makes Coty twice as alert to get the most out of its tv dollars. If it cannot match Revlon's $12 million, dollar for dollar (and it doesn't intend to), then it seeks recognition in other ways—chiefly in merchandising and publicity.

Chief reason for its penny-consciousness is Coty's financial record. Though business volume for the 1957 fiscal year that ended June 30 rose from $24.1 million to $24.8 million (not counting the many-faceted operations of Coty International), the firm lost $2.1 million. After figuring a $1 million tax credit, actual 1957 net loss came to $1.1 million. But losses are slowly decreasing. While losing $1.6 million during the first nine months of the 1957 fiscal year, losses for the April-June quarter were pared down to $500,000, and sales for those months increased to $7 million.

By Dec. 31, however, Coty President Cortney thinks the firm will show a $1.5 million profit.

Tv, adds Mr. Cortney, "has become indispensable" to pre-selling cosmetics and Coty is "committed" to more and more television. "Difficult and trying as it is," he said in referring to his strained budget, "the policy must be continued." There are no "ifs and buts." Coty, declares its head, is faced with a choice of picking a policy of dynamic development or "that of stagnation, albeit with a moderate level of profits."

Thanks to the Coty girl, the brand that has been a couturier's household name since the beginning of the 20th Century has come alive. But until February 1955 when Coty launched its "24" lipstick line, the firm's radio-tv activities were more sporadic than consistent. Total advertising up to that point had been approximately $1.4 million, with broadcast media getting but a thin sliver. By 1955's end, allocations had risen to $1.7 million (all media) and by December 1956, the budget was in excess of $2.8 million.

Its current radio spot campaign featuring the sexy, dulcet-toned voice of Tedi ("Miss Monitor") Thurman would shock the sensitivities of a soul such as Francois Coty. M. Coty until one spring day in 1900 had been a very unsuccessful parfum chemist-salesman. On that day, having failed to register a sale with the cosmetics buyer of Paris' Louvre Department Store, M. Coty, while making his exit, accidentally dropped a bottle of his "La Rose Jacqueminot" by the counter and the lingering scent not only drove scores of women to ask for the perfume but clinched M. Coty's first sale. The scent turned to many sous and made M. Coty a millionaire.

SPELL IT C O T Y

In one of comedian Ernie Kovacs' summer replacement shows for Sid Caesar on NBC-TV, viewers saw a young blonde named Barbra in an outlandishly-sized black picture hat lift her head in an altogether familiar way and sexily coo, "Hello, I'm the Coty Girl." But that is as far as she got. At that instant, with a resounding squish, an NBC stagehand pushed a custard cream pie into her face. Some advertisers might have taken umbrage but not Coty. Late last month, star Jack Paar and his foil, comedienne Dodie Goodman (also on NBC-TV), satirized a Coty commercial by using false clacking teeth. Notes Coty advertising director Bill Siegel: ". . . Just let them spell the name right."

KRON is TV in SF

San Franciscans are sold on KRON-TV

GIANT MOVIES
10:30 P. M.
Sun. thru Wed.
SPOTS AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Good Evening, Mr. Chips

In some ways, Columbus, Ohio, is the biggest college town on earth. In and around it, dwell seven universities and colleges, more than 2,000 faculty members, 35,000 students and countless alumni. Some of the ivy is 125 years old.

This leaven in our community raises the level of appreciation for good public service telecasting.

On the most popular of these programs, "Columbus Town Meeting", ideas are sometimes fought for as furiously as Ohio State-Michigan football, and before some of the same spectators. On a gamut of subjects from local off-street parking to H-bomb fallout, interest runs high and phoned-in questions also allow the audience to participate.

When the citizens of Genoa, Italy, were inspired to present our city with a colossal figure of Christopher Columbus, WBNS-TV sent a camera and script crew clear to Genoa and over the Caribbean routes of Columbus' voyages, to obtain authentic film background. Were the home folks interested? More than 100,000 of them turned out to greet the mayor of Genoa when he arrived.

When you've been born and raised in Central Ohio, like Station WBNS-TV, such successful high level—broad level showmanship comes naturally. Top agency time-buyers define the results in ten terse words: "*If you want to be seen in Central Ohio — WBNS-TV*".

WBNS-TV

CBS Television in Columbus, Ohio
Market Center of 2 Million People

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS radio. Represented by Blair TV.

NEW SCHICK TRICK PULLED OUT OF BAG

- **Calls ad idea 'public domain'**
- **'Experts' back firm's claims**

As the smoke began to clear last week following Federal District Judge J. Cullen Ganey's granting of temporary injunctive relief to Warwick & Legler in that agency's battle with Schick Inc. for custody of ideas [ADVERTISERS & AGENCIES, Oct. 28], new facets of Schick's position came to light. Among them:

• The claim by Schick that the disputed "cotton-pickin' idea" for tv and other ads actually had been conceived by another agency some time before Warwick & Legler presented the proposal to Schick last December, and that subsequently, the idea became "public domain."

• Schick's contention that on strictly definitive terms as understood by advertising "experts," Warwick & Legler cannot claim it incurred out-of-pocket expenses in formulating the unused cotton idea and that the 15% commission received by W&L for Schick copy constitutes payment for "all" ideas conceived by the agency during its 18-month relationship with the advertiser. (Schick is countersuing to recover $1 million in commissions paid to W&L plus $50,000 damages [AT DEADLINE, Oct. 28].

Schick's position was disclosed in one of its pleadings before Judge Ganey in Philadelphia and made available last week in reply to W&L arguments reported earlier.

Continued Madison Avenue interest in the case was assured with a full-page color advertisement by Benton & Bowles for Schick that embodied the "cotton" theme and appearing in the Nov. 12 issue of *Look* magazine, on the stands last Tuesday. The *Look* ad, which was ordered before the court's decision enjoining both Schick and B&B from using the disputed idea, was a print version of a filmed commercial placed by the agency on *Dragnet* on NBC-TV Sept. 19.

Also learned last week from the Schick brief: In October 1956, a Grey Adv. copywriter named Kenneth Redford conceived a similar cotton idea and in early November submitted this idea to Mennen Co., a Grey client, on behalf of its pre-shave lotion, used by electric shaver owners. Later that month, Mr. Redford's idea also was submitted — through Grey — to McCann-Erickson, Mennen's agency for its after-shave lotion. In both instances, the idea was rejected. According to the brief, Mr. Redford's idea and its perusal by two other agencies and another client first came to Benton & Bowles' attention when Mr. Redford left Grey and sought work elsewhere. During the course of Mr. Redford's employment search, his presentation book (containing the cotton idea layout and sketches) was seen by "at least" 8 to 12 other agencies, and thus, contends Schick, "the idea is now in the public domain."

Thus, Warwick & Legler, says Schick, has no legal grounds on which to claim exclusivity. Warwick & Legler first approached Schick with the "cotton test" Dec. 6, 1956, or two months after Schick claims the idea was first formulated by a Grey Adv. employe. According to Schick's counsel, Mr. Redford roughed out his idea on or about Oct. 18 that year; Warwick & Legler's version was conceived between April 10-15 this year and presented to Schick April 29. Warwick & Legler made a workprint of its idea for tv usage June 14 and submitted it to Remington-Rand on June 26.

One of the weapons in the Schick arsenal brought out during the course of the 2½-day court hearing in September was the Thomas vs. R. J. Reynolds Tobacco Co. case of the 1930s, which involved a more or less similar conflict of ideas. On Oct. 22, 1934, the plaintiff in this case submitted to Reynolds in writing a rough draft of a new ad campaign stating in effect that Camel cigarettes were the most economical brand since they burned approximately twice as long as rival brands. Reynolds immediately began using the idea and when it was taken to court for failure to adequately compensate the plaintiff, the tobacco firm introduced evidence that it had received a similar idea from a third party the year before in 1933. The decision went to Reynolds.

As regards H. Paul Warwick's contention that the 15% commission paid his agency by various media for published ideas does not entitle Schick to ownership of all ideas conceived by the agency, Schick called as witnesses two advertising "experts," both of whom held that Mr. Warwick was not on solid ground. The first was Morton J. Simon, author of *The Law for Advertising & Marketing*, who maintained that when an agency receives its 15% commission it is charging for all ideas, including those not used by the client, and that, therefore, these ideas are the property of the client.

The Warwick & Legler-Schick Inc. termination agreement stated that "after the termination of our association, Schick shall have the absolute right to use . . . any and all advertising . . . ideas . . . and other advertising material which (the agency) prepared for Schick . . . and charged Schick for. . . ." It also declared that "any and all unused or unpublished advertising, plans and ideas prepared by us (the agency) and paid for by us remain our property."

The second witness, Dr. William T. Kelley, associate professor of marketing, Wharton School, U. of Pennsylvania, stated that the industry-used terminology of "charged for" as referring to agency services encompasses the 15% commission.

Mr. Simon, as regards the phraseology "paid for by us," declared that this means "paid for by the agency to outside suppliers" (film companies, printers, etc.) and not paid for by the agency "in the form of wages or salary or compensation" to the agency's staff. The controversial tv film prepared by W&L on June 14 for subsequent presentation to R-R was made within the agency, Schick told the court. Furthermore, Schick's counsel claimed, when W&L first approached Schick in December 1956 with the idea, it had not set up elaborate presentation devices requiring outside help (as Benton & Bowles had done). Thus the agency could not claim having paid for something outside of the realm of agency salaries.

Felix H. Kent, counsel for Warwick & Legler, reiterated Thursday his client's contention that it bases its case on a special contract. "We are not basing our case on industry practice alone," he said.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,417,000 people in the U. S. over 12 years of age during the week Oct. 20-26. This is how they spent their time:

67.6%	(83,430,000) spent	1,839.6 million hours	WATCHING TELEVISION
53.8%	(66,398,000) spent	957.7 million hours	LISTENING TO RADIO
81.2%	(100,215,000) spent	392.1 million hours	READING NEWSPAPERS
29.3%	(36,161,000) spent	156.9 million hours	READING MAGAZINES
26.4%	(32,621,000) spent	380.7 million hours	WATCHING MOVIES ON TV
24.5%	(30,240,000) spent	126.0 million hours	ATTENDING MOVIES *

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 104,470,000 people over 12 years of age see tv (84.6% of the people in that age group); (2) 40,423,000 U. S. households with tv; (3) 44,440,000 tv sets in use in U. S.

Look What's Happening Down in "Big D"

WFAA-TV

abc

THE NEW LEADER!

**American Research Bureau Reports:*

WFAA-TV ..... *First* in network vs. network television shows with Channel 8 leading more nights than any other Dallas-Fort Worth Station! (7 - 10 PM).

WFAA-TV ..... *First* in network *plus* local shows, with Channel 8 leading more nights than any other Dallas-Fort Worth Station (5-to Signoff)

WFAA-TV ..... *First* with more viewers weekdays from 3 to 6 PM than any other Dallas-Fort Worth Station.

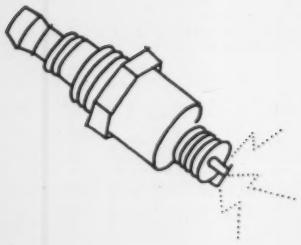
*ARB, Sept.,'57

See Your PETRYMAN For The Complete Story

WFAA-TV

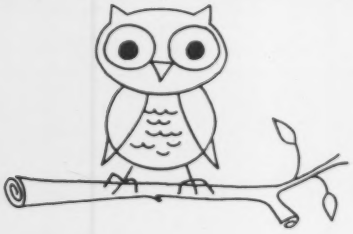
abc

DALLAS CHANNEL 8

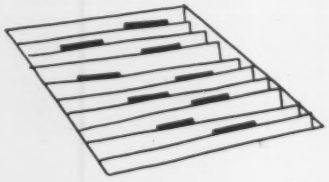


They must be self-starters with the initiative and zip of a sparkplug...

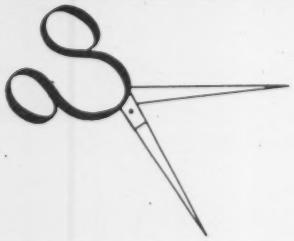
With the persistence of a bloodhound and a nose for the scent of news...



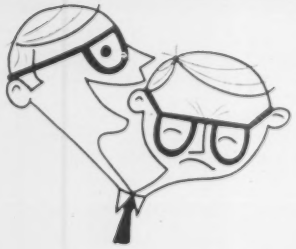
With the wisdom of an elderly owl (and no less ability to stay up all night)...



With the accumulated facts of a well-packed cardfile— plus the knack of relating and interpreting them.



With the keen incisiveness of a pair of scissors, trimming away the irrelevant, writing with economy, editing without mercy...



And—day after day—they must be their own most critical critics...dual personalities never satisfied, always seeking to do even the best job better next time.

GOOD EDITORS ARE ALL THESE THINGS

GOOD EDITORS *are* all these things (which is probably why good editors are also hard to find). But *you* can find—and benefit from—the largest, hardest-working assemblage of them in the television-&-radio news field, at work in BROADCASTING's five news-gathering offices throughout the U.S. and Canada.

Every week of the year... compacted between its famous covers... BROADCASTING delivers the most complete, most cogent, and *most useful* report of everything that's happened in radio-TV during the preceding seven days. Behind this caliber of editorial skill stand 26 years of clear-cut leadership as *the* journal of electronic media.

No wonder, therefore, that BROADCASTING enjoys more *PAID* circulation (verified by the Audit Bureau of Circulations)* . . . and is first choice of more radio-TV station advertisers year after year† . . . than any other publication in its field.

No enterprise is any better than the product it offers its customers. The product BROADCASTING offers is superb reporting, superlatively edited‡—and attentively followed *by more PAID subscribers* than all other radio-TV business publications *combined* can muster. There's no better amphitheater wherein to tell *your* advertising story!

BROADCASTING* *is the* only *ABC member in its field. Total* PAID *circulation, first half of 1957, averaged 18,428 copies — of which 5,053 went to agency-advertiser readers.*

†*Carried 4,063 pages last year, contrasted with about 3,900 for the next three radio-TV publications combined.*

‡*BROADCASTING editors (four of 'em, in fact) won Awards of Merit for Editorial Achievement this year, given by Associated Business Publications. Competitors' score: zero.*

BROADCASTING

The Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

ARF, CENSUS BREAK DOWN U. S. TV FIGURES

The exact where and how of the distribution for the 39.8 million tv households in the U. S., as of April 1957, was released last Monday by the Advertising Research Foundation and the Bureau of the Census [ADVERTISERS & AGENCIES, Oct. 28]. The latter obtained the data at the request of ARF which, acting for a group of industry underwriters, defrayed the costs. This cost has been underwritten by ABC-TV, CBS-TV, NBC-TV, NARTB and the Television Bureau of Advertising.

ARF's estimates, based on the census data, are shown in the tables which appear below.

UNITED STATES SUMMARY

June 1955 to April 1957

	April 1957		August 1956		February-March 1956		June 1955	
	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent	Number (000)	Percent
TELEVISION STATUS OF HOUSEHOLDS								
Total Households	49,606	100.0	49,150	100.0	48,785	100.0	47,788	100.0
Television Households	39,800	80.2	37,410	76.1	35,495	72.8	32,106	67.2
Non-Television Households	9,806	19.8	11,740	23.9	13,290	27.2	15,682	32.8
TELEVISION HOUSEHOLDS BY NUMBER OF SETS								
Total Television Households	39,800	100.0	37,410	100.0	35,495	100.0	32,106	100.0
One-Set Television Households	37,276	93.7	35,350	94.5	33,801	95.2	30,984	96.5
Multiple-Set Television Households	2,524	6.3	2,060	5.5	1,694	4.8	1,122	3.5
TELEVISION SETS IN HOUSEHOLDS								
Total Television Sets in Households	42,520	100.0	39,568	100.0	37,277	100.0	33,269	100.0
In One-Set Households	37,276	87.7	35,350	89.3	33,801	90.7	30,984	93.1
In Multiple-Set Households	5,244	12.3	4,218	10.7	3,476	9.3	2,285	6.9
AVERAGE (MEAN) NUMBER OF TELEVISION SETS PER TELEVISION HOUSEHOLD	1.07		1.06		1.05		1.04	

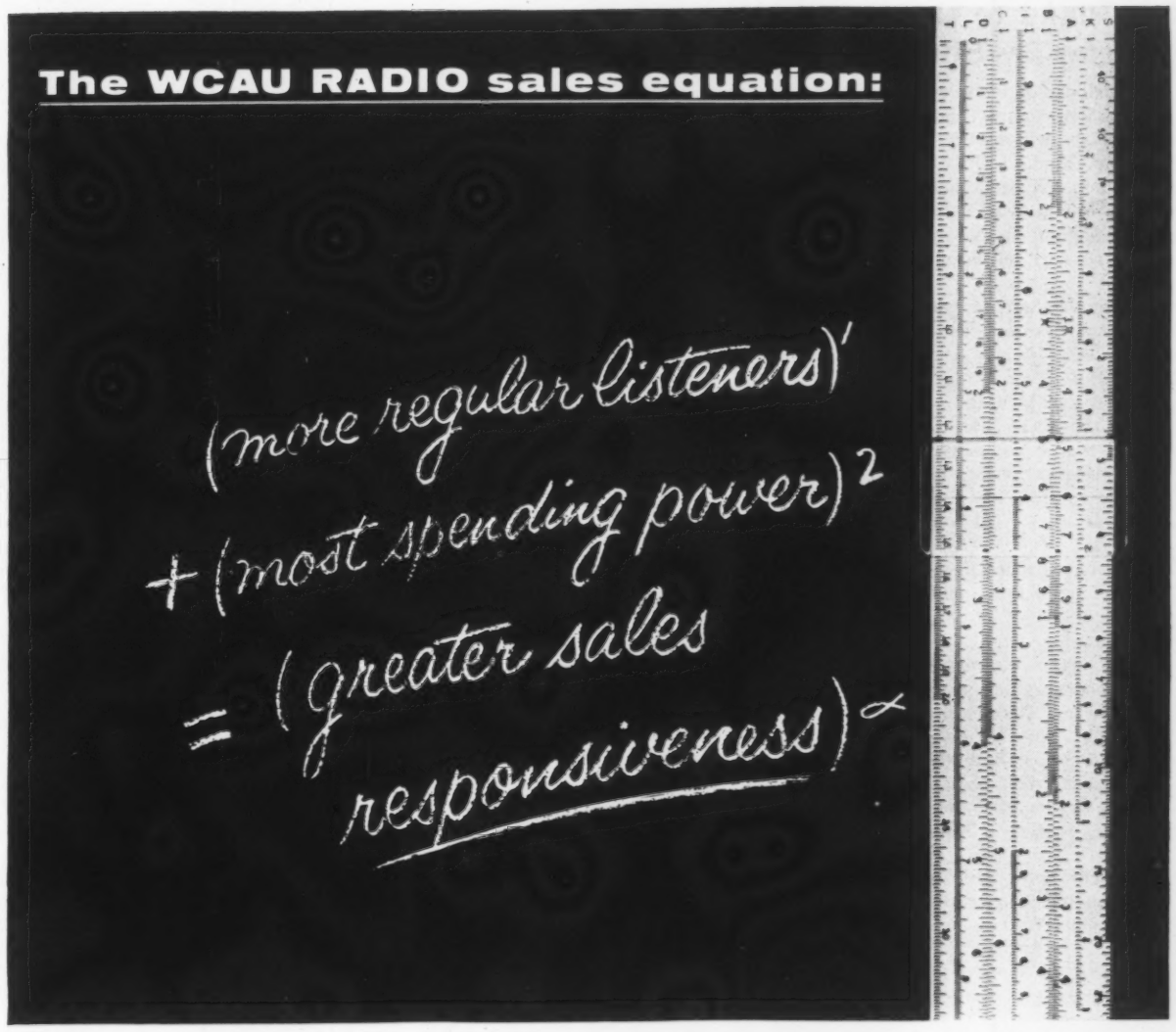
Source: Estimates by ARF based on data from U. S. Bureau of the Census.

TELEVISION HOUSEHOLDS BY NUMBER OF SETS

	No. of Tv Households (000)			Percent of Tv Households			Sets in Households	
	Total	One-Set	Multi-Set	Total	One-Set	Multi-Set	Total	Mean
UNITED STATES	39,800	37,276	2,524	100.0	93.7	6.3	42,520	1.07
STANDARD METROPOLITAN AREAS								
Inside	25,774	23,650	2,124	100.0	91.8	8.2	28,053	1.09
Outside	14,026	13,626	400	100.0	97.1	2.9	14,467	1.03
URBAN AND RURAL RESIDENCE								
Urban	27,124	25,163	1,961	100.0	92.8	7.2	29,226	1.08
Rural Nonfarm	9,353	8,854	499	100.0	94.7	5.3	9,902	1.06
Rural Farm	3,323	3,259	64	100.0	98.1	1.9	3,392	1.02
TYPE OF HOUSEHOLD								
Husband-Wife	32,397	30,164	2,233	100.0	93.1	6.9	34,769	1.07
All Other	7,403	7,112	291	100.0	96.1	3.9	7,730	1.04
CENSUS REGIONS & DIVISIONS								
Northeast	10,914	10,050	864	100.0	92.1	7.9	11,847	1.09
New England	2,461	2,311	150	100.0	93.9	6.1	2,614	1.06
Mid Atlantic	8,453	7,739	714	100.0	91.6	8.4	9,233	1.09
North Central	12,543	11,752	791	100.0	93.7	6.3	13,393	1.07
East North Central	9,160	8,481	679	100.0	92.6	7.4	9,890	1.08
West North Central	3,383	3,271	112	100.0	96.7	3.3	3,503	1.04
South	10,238	9,770	468	100.0	95.4	4.6	10,735	1.05
South Atlantic	4,775	4,559	216	100.0	95.5	4.5	5,003	1.05
East South Central	2,124	2,056	68	100.0	96.8	3.2	2,198	1.03
West South Central	3,339	3,155	184	100.0	94.5	5.5	3,534	1.06
West	6,105	5,704	401	100.0	93.4	6.6	6,545	1.07
Mountain	1,295	1,249	46	100.0	96.4	3.6	1,348	1.04
Pacific	4,810	4,455	355	100.0	92.6	7.4	5,197	1.08
NIELSEN TV INDEX TERRITORIES								
Northeast	11,200	10,293	907	100.0	91.9	8.1	12,184	1.09
East Central	7,451	6,965	486	100.0	93.5	6.5	7,973	1.07
West Central	7,520	7,110	410	100.0	94.5	5.5	7,958	1.06
South	8,085	7,750	335	100.0	95.9	4.1	8,444	1.04
Pacific	5,544	5,158	386	100.0	93.0	7.0	5,961	1.08

Source: Estimates by ARF based on data from U. S. Bureau of the Census.

The WCAU RADIO sales equation:



the reason: WCAU RADIO programs for everybody! Our top flight news department with on the spot short wave relay special event coverage, our first ranked sports authorities, our professional weather reporting service, women's programs*, music in tune with listening moods, plus 24 outstanding local personalities and the best of CBS offer a 24-hour-a-day schedule of quality that has won us continuing listener loyalty and leadership in this important market for 35 consecutive years.

you buy RESPONSIVENESS when you buy

WCAU RADIO

The Philadelphia Bulletin Radio Station • Represented Nationally by CBS Spot Sales

1. Audience Analysts report: More families listen regularly to WCAU Radio in Philadelphia and its suburbs than to any of the other 14 local stations.

2. The Cumulative Pulse Report: WCAU Radio reaches more different families than any other local station . . . families annually spending 567 million dollars more than the next station's audience.

*the 5 top local women's programs in Philadelphia

Amoco Plans to Drop Ed Murrow Tv Show

The long association between American Oil Co. and CBS newscaster Edward R. Murrow will end early next year, it was learned last week. The Standard Oil Co. (Indiana) subsidiary, which has been sponsoring Mr. Murrow since World War II, reportedly is thinking of realigning its broadcast budget and dropping network television in favor of spot.

Amoco currently alternates with Time Inc. on Mr. Murrow's *Person to Person* on CBS-TV Friday, 10:30-11 p.m., in some 80 tv markets. But because of the nature of Amoco's regional business (Maine to Florida) and the rising costs of network programming, the oil company is considering quitting the weekly program at the end of its cycle next March. It is understood the Joseph Katz Co., New York and Baltimore, Amoco's agency, has told CBS-TV it does not intend to renew, thus affording the network a chance to obtain another sponsor before March.

Amoco's decision may also affect the status of Theo. Hamm Brewing Co., Minneapolis, which sponsors the *Person to Person* show in the Midwest. Hamm, through Campbell-Mithun, has been closely allied with Amoco's sponsorship of Ed Murrow, since it also sponsored the newscaster's CBS Radio programs on a similar basis (Amoco east of the Mississippi; Hamm in Midwest) up to last year.

CBS reportedly proposed to Young & Rubicam, Time Inc. agency, that the publisher sponsor the Murrow interview program entirely, but Time and Y&R were reported cool to the idea.

CBS now is looking for a national advertiser to pick up the vacant half; should it find one—and network officials indicated last week they have "several irons in the fire"—it would mean Hamm would be forced off the show. Amoco has agreed to drop out of the program earlier than March should CBS find an advertiser willing to pick up the program effective Jan. 3, 1958.

Officials at Katz expressed regret at ending their relationship with Mr. Murrow.

Besides the *Person to Person* show, Amoco sponsors the gridiron games of the Washington "Redskins" on a limited simulcast "network" of 46 television and 76 radio stations on Sunday afternoons [ADVERTISERS & AGENCIES, July 8]. It also currently sponsors 10 one-minute featurette spots each weekend on NBC Radio's *Monitor*.

Amoco's radio-tv budget is "in excess" of $2.5 million, with television accounting for approximately $1.2 million. Realignment, noted a Katz executive, does not presage sponsorship of syndicated tv film programs—a technique favored by a growing number of rival oil companies—since "if our client had wanted to stick with program sponsorship, we would not be considering dropping Murrow."

Amoco, during World War II sponsored the weekly Sunday 15-minute Murrow series, *This Is London*, on CBS Radio until mid-1946 when Mr. Murrow returned to New York as a CBS vice president. Upon Mr. Murrow's return to the air in late 1947, Campbell Soup Co. picked up sponsorship of the five-nights-a-week *Edward R. Murrow and the News*. Campbell dropped this in 1949 and Amoco and Hamm stepped in on a regional basis in the East and Midwest. West Coast sponsorship was picked up by several automobile dealer associations. Both Hamm and Amoco dropped the CBS Radio broadcasts last year. They currently are sponsored by Ford Motor Co. as part of Ford's large CBS Radio package buy.

Amoco originally signed for *Person to Person* in 1953. Two seasons later, the oil company began sharing sponsorship with Noxzema Chemical Co. (Sullivan, Stauffer, Colwell & Bayles), and after Noxzema dropped out, Young & Rubicam signed on behalf of Elgin Watch Co. Y&R later placed Time Inc. (for *Life* magazine) as alternate sponsor following Elgin's exit from *P to P*.

Barbet, Weigert Organize Regal Adv. for Barter Deals

Formation of a new advertising agency which will specialize in barter deals was announced in New York last week by Sidney Barbet and Charles Weigert, both formerly with Paul Venze Assoc., Baltimore house agency for Charles Antell Inc. The latter firm has been a heavy barter advertiser.

The new agency is called Regal Adv. Assoc. and has offices at 44 W. 55th St. Telephone is Circle 5-0330. Although the agency won't divulge the names of its clients, it maintains it currently is contracting some $4 million in barter billing on behalf of three advertisers.

Regal officials indicate their work will concentrate on the small market level—or those areas "that have so long been bypassed by national advertisers." They also intend to finance new 30-minute productions in conjunction with major tv distributors where the sales rights of these properties will be assigned to major syndicators, reverting "after a period of time" back to Regal.

Pabst Picks Y&R for Eastside; Toigo Absorbs Duties at Schlitz

Two national breweries, Pabst Brewing Co., Chicago, and Jos. Schlitz Brewing Co., Milwaukee, last week were undergoing changes in their advertising setups.

Pabst announced Thursday it has appointed Young & Rubicam, Los Angeles, to handle its regional Eastside beer account, effective Jan. 1, 1958, after its relinquishment by Leo Burnett Co. Eastside represents about $1 million of Pabst's $8 million overall account, using radio-tv spot and sponsoring sports and musical shows on Los Angeles radio stations. No change is foreseen in Pabst's remaining lineup (Norman, Craig & Kummel for Blue Ribbon, Old Tankard ale, Andeker beer; Grey Adv. for Pabst Sparkling beverages and Hoffman beverages, and Bryan Houston for industrial products) with the departure of Marshall S. Lachner as president and assumption of that position by Harris Perlstein [ADVERTISERS & AGENCIES, Oct. 28].

At Schlitz, John Toigo, vice president and director of marketing, is expected to absorb the duties vacated by Richard Steenberg, who resigned as advertising manager two weeks ago to join Showcase Productions, New York.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

YELLOW PAGE MYSTERY • Michigan Bell Telephone Co., Detroit, is launching spot campaign on radio and tv on behalf of yellow pages of telephone directory throughout the state this month. To point up its theme that "If it's not in the yellow pages, maybe there's no such thing," copy will feature "non-existent creatures" which "positively cannot be located in yellow pages." Agency: N. W. Ayer & Son, Detroit.

A LOT TO LIKE • Philip Morris Inc. (Marlboro cigarettes), N. Y., has purchased 52-week participation campaign on NBC-TV's *Tonight* (Mon.-Fri. 11:15 p.m.-1 a.m.) starting today (Mon.) with station lineup of 85 markets. Contract represents more than $450,000 in gross revenues and calls for total of 104 participations. Agency: Leo Burnett Co., Chicago.

SOLD OUT • NTA Film Network announced last Thursday that all commercial time has been sold on the network's Shirley Temple *Holiday Specials* and *Premiere Performance* presentations of feature films. Signed for participations were Harrison Labs Inc., division of Technical Tape Corp., for its TenDay press-on nail polish, and Technical Tape Corp. (Tuck tape) itself. Business was placed through Product Services Inc., N. Y.

SHIRT TALES • Phillips-Van Heusen Corp. (Van Heusen shirts), N. Y., has purchased total of six participations in Shirley Temple *Holiday Special* programs on 63 stations of NTA Film Network, using two participations each for three programs, scheduled Nov. 2-3, Nov. 16-17 and Dec. 7-8. Phillips-Van Heusen also has bought one participation in each of six weekly NTA Film Network *Premiere Performance* presentations of 20th Century-Fox feature films, starting week of Nov. 10. Agency: Grey Adv., N. Y.

TAKE-OFF • Continental Oil Co. has renewed *Whirlybirds*, CBS Television Film, for 58 markets in south and southwest; Laura Scudder Foods has renewed same series for state of California. Desilu Productions will produce 39 new episodes of program for CBS-TV Film Sales.

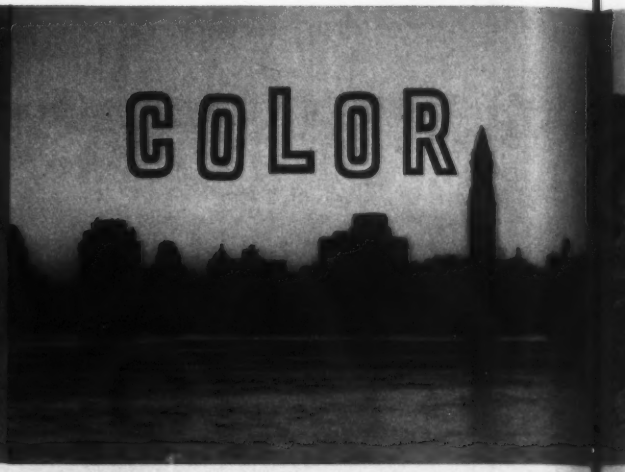
TIMES TWO • American Tobacco Co. (Pall Mall cigarettes), N. Y., renews co-sponsorship of *Harry Babbitt Show* (Mon.-Fri. 7:45-8 a.m.) on CRPN for 13 weeks, starting Oct. 29, through Sullivan, Stauffer, Colwell & Bayles, N. Y. Chet's Frozen Foods on Nov. 4 starts co-sponsorship of same program for 13 weeks through Showalter Lynch Adv., Portland, Ore. Both sponsors are on M-W-F, T-T alternating basis.

You can sense
the excitement in the air . . .

Boston comes alive . . . .

WHDH-TV

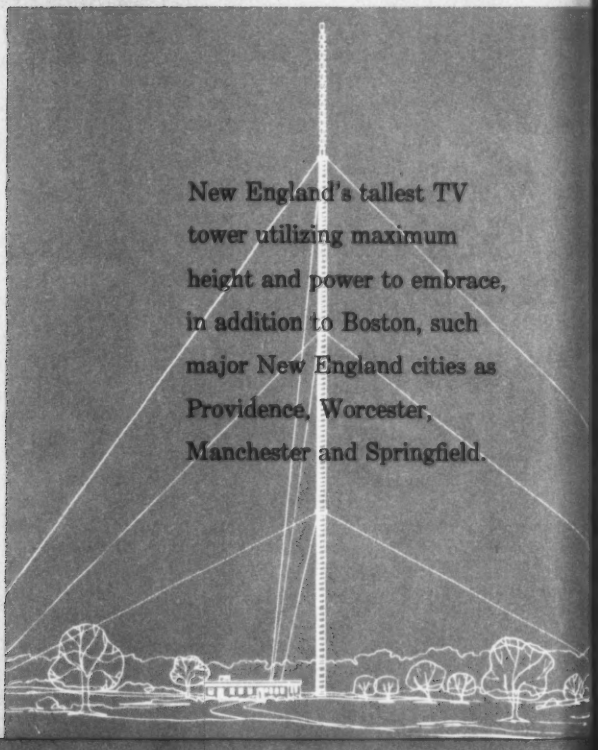
CHANNEL 5
brings you the television magic of . . .



RCA's greatest color TV single-station installation is here to bring 1,830,600 New England families local TV color over

WHDH-TV CHANNEL 5

AIR DATE
NOVEMBER
1957


New England's tallest TV tower utilizing maximum height and power to embrace, in addition to Boston, such major New England cities as Providence, Worcester, Manchester and Springfield.

May we serve you as we serve the community

....with CHANNEL 5

ABC Network is now in the nation's 6th market, New England's largest. The coming network, ABC, now with complete coverage over

WHDH-TV CHANNEL 5

WHDH carries into TV its 11-year history as one of the country's great, original, independent radio stations. This creative and energetic force will deliver to New England the finest in news, service, and sports over

WHDH-TV CHANNEL 5

We pledge to serve Boston and New England with the finest in television programming and to maintain the same high standards of operation that have represented the character of WHDH radio.

William B. Dufresne

Vice President and
Managing Director

WHDH-TV

CHANNEL 5

BOSTON

WHDH-TV

CHANNEL 5

first in sight in

New England

WHDH-Radio

50,000 Watts DIAL 850

first in sound in

New England

WHDH-TV

SALES AREA

Population: 6,271,300

Families: 1,830,600

Retail Sales: $7,652,484,000

Represented Nationally by

BLAIR-TV

WHDH-TV *Rate Card*

PROGRAMS — Daily

		5 Min.	10 Min.	¼ Hour	½ Hour	1 Hour
Class A	7:00 PM – 11:00 PM	$625.00	$875.00	$1,000.00	$1,500.00	$2,500.00
Class B	11:00 PM – 12:00 M	312.50	437.50	500.00	750.00	1,250.00
	5:00 PM – 7:00 PM	312.50	437.50	500.00	750.00	1,250.00
Class C	12:00 M – Sign-off	187.50	262.50	300.00	450.00	750.00
	Sign-on – 5:00 PM	187.50	262.50	300.00	450.00	750.00

SPOTS — Daily

1 Minute or Chainbreak		*Fixed Position (flat)*	*3 Plan**	*5 Plan**	*10 Plan**
Class A	7:00 PM – 11:00 PM	$500.00	$400.00	$350.00	$250.00
Class B	11:00 PM – 12:00 M	250.00	200.00	175.00	125.00
	5:00 PM – 7:00 PM	250.00	200.00	175.00	125.00
Class C	12:00 M – Sign-off	150.00	120.00	105.00	75.00
	Sign-on – 5:00 PM	150.00	120.00	105.00	75.00
8 Second or 10 Second ID's					
Class A	7:00 PM – 11:00 PM	$250.00	$200.00	$175.00	$125.00
Class B	11:00 PM – 12:00 M	125.00	100.00	87.50	62.50
	5:00 PM – 7:00 PM	125.00	100.00	87.50	62.50
Class C	12:00 M – Sign-off	75.00	60.00	52.50	37.50
	Sign-on – 5:00 PM	75.00	60.00	52.50	37.50

*3, 5, and 10 plan spots are fixed, but subject to pre-emption on one week's notice for advertisers who buy at the fixed-position, flat rate.

WHDH-TV
BOSTON

5

Movie Campaign Budget Makes Room For Radio

Radio virtually has been promised an important part in what may be a $3 million movie comeback advertising campaign.

But whatever radio gets of the movie industry budget, it probably will be in spite of—not because of—eight-week radio tests last summer in two markets. Results have been considered by surveyors and movie executives and finally tagged "inconclusive." But an industry spokesman gives the assurance that radio "will be included importantly" in planning.

The tests were financed by Theatre Owners of America and the Motion Picture Assn. of America and were conducted by a subcommittee of the MPAA advertising and publicity directors' committee.

Plans for the advertising campaign won't be set for some weeks, but a $3 million figure has been mentioned for the first year's budget in a five-year industry drive. Costs will be shared by the motion picture theatres of the country and MPAA.

To prepare for the national campaign, the movie men ran eight-week radio tests in Denver and Rochester, N. Y., using disc jockeys in an ad lib approach [ADVERTISERS & AGENCIES, July 8]. The test schedule, placed through Donahue & Coe, New York, on all stations in both cities, called only for station personalities to urge listeners to go to the movies. No specific pictures were named in the institutional drive, which cost TOA and MPAA about $3,000.

What the survey showed in terms of a national evaluation is questionable. The U. of Denver research department, assigned to survey results in that city, called it moot. Blaming "the severe limitations of this study," it said, "It cannot be stated conclusively that [the campaign] did or did not have an effect on movie attendance." The surveyors, however, did find a positive impact on the public; reporting that 51 listeners of 103 interviewed remembered hearing movie plugs on the radio.

In Rochester, the theatres conducted their own survey. They found a public awareness but no substantial trend at the box office.

Si Seadler, advertising manager of Metro-Goldwyn-Mayer, and chairman of the radio test campaign subcommittee, said in his report that the experiences in Denver and Rochester should be taken into account when national radio plans, if any, are set up. He recommended the localized radio approach for consideration. Sample radio commercials will be played for the committee when it meets.

Six agencies—all old hands with movie accounts—will be involved in placing the national campaign. Besides Donahue & Coe, they are Buchanan & Co., Cunningham & Walsh, Monroe Greenthal Co., Blaine Thompson Co. and Charles Schlaifer & Co.

Ritchie Inc. Moves to K&E

Harold F. Ritchie Inc., New York, (Brylcreem and Eno sparkling antacid) has named Kenyon & Eckhardt, New York, as its agency effective Feb. 1. Atherton & Currier, New York, currently services the ac-

1,311,000† PEOPLE waiting at the station*

***station KSL radio**

Powerful KSL Radio toots a 50,000 watt whistle in the metropolitan areas as well as the thousands of cities and towns which make up the Greater Salt Lake Market!

So, get aboard this super express which runs to all points of this big, booming 111 county market . . . where *well over a million people* are just waiting for your arrival.

†*NCS 1956 Basic Service Area*

KSL radio
50,000 WATTS
CBS for the Mountain West
Represented by CBS Radio Spot Sales

Reaches and sells a GREATER SALT LAKE!

counts. J. Walter Thompson Co. will continue as agency for Scott's Emulsion, also manufactured by Ritchie. "The change in agencies," Maurice E. Bale, president of Ritchie, said, "is taking place in spite of the fact that our present agency has done an excellent job for us over the years. The fact is, however, that we have come to a point in our growth where we have increasing need for the kind of marketing services which a larger agency is better equipped to provide."

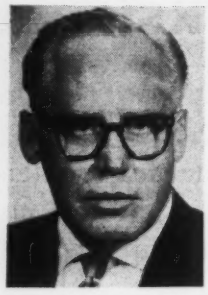
Kiley, Nicholas Join to Form Their Own Indianapolis Agency

William F. Kiley, general manager of WFBM-AM-TV Indianapolis, and Ted Nicholas, who has been in a radio and tv sales post at the stations since 1947, have formed their own advertising agency, Kiley & Nicholas, in that city. Offices have been set up in the College Life Insurance Co. Building at 3445 Central Ave.

The agency reports that it initially has 18 advertisers in central Indiana which it represents in the placement of advertising in various media.

Crotty Heads Ellington Radio-Tv

A. Burke Crotty, executive producer for the Ellington Co., New York, for seven years, last week was named vice president in charge of radio-tv for the agency. He has been with Ellington 16 years and is considered a pioneer in the field of remote telecasting. In his new post, Mr. Crotty succeeds Hal James, who has joined Doherty, Clifford, Steers & Shenfield, New York, as that agency's vice president in charge of radio and television.



MR. CROTTY

Falstaff Backs Giants on Radio

The Falstaff Brewing Corp. of St. Louis will sponsor exclusive play-by-play broadcasts of all San Francisco Giants baseball games for the next three years, on California's Golden West Network and at KSFO in San Francisco, it was announced last week.

EWR&R Resigns Cribben & Sexton

The resignation of the Cribben & Sexton Co. account effective Nov. 15, because of a client product conflict, was announced last week by Erwin Wasey, Ruthrauff & Ryan Inc., Chicago. The client has been a radio-tv advertiser.

The conflict was posed by C&S's purchase of the commercial division of Magic Chef. McGraw-Edison's Toastmaster-Griswold Div. (commercial cooking equipment), was a client of the previous Erwin, Wasey agency before its merger with R&R. The second conflict was that of Cribben & Sexton's Universal Gas Range line with the Caloric line of Caloric Appliance Corp., an R&R client.

AGREEMENT REACHED ON N.Y. FILM TAX

- **NBC-TV not completely happy**
- **Talks have lasted 3 years**

Representatives of the three television networks and of independent tv stations in New York last week were reported to be in "substantial agreement" with the City of New York on the rate of sales tax to be paid on rentals of films telecast from the city.

Television executives have been conferring with city officials for more than three years on this issue and the rate to be levied has been the stumbling-block. NBC-TV reportedly still is not completely happy with the "final" proposal of the city and though other networks indicated they would go along with the city formula, they said they would join NBC-TV if a more favorable rate could be obtained. A meeting with city officials is expected to be held after election day tomorrow (Tuesday), but no date has been set.

By city definition, a rental of personal property is a license to use, and is considered a form of sale in that it is a transfer of property. The rental therefore is subject to the 3% retail sales tax under a specific section of the city sales tax law. About 12 years ago, the city was sustained by the New York Court of Appeals in an action brought against United Artists Corp. for a tax on exhibition of films in theatres. Therefore, the distributor of films collects the percentage from the individual theatre, the ultimate user, and pays it to the city.

The city, therefore, has contended that rentals on all films telecast from New York also are subject to the sales tax. Television representatives have not contested the city's position on the subject, merely the rate to be applied. They point out that about one-half of the independent tv station's audience lies in the city proper and only about one-twentieth of the network's audience is in the city. At the outset, stations argued for a rate equal to 50% of 3% of the rental costs, and networks 5% of 3% of the costs.

The proposal that city officials claim is "final" is 65% of 3% for independent tv stations and 15% of 3% for networks. Robert Dreyer, general counsel of DuMont Broadcasting Corp., served as spokesman for the three independent tv stations—DuMont's WABD (TV) as well as WPIX (TV) and WOR-TV—during the negotiations. He indicated the city's proposal is acceptable to the stations. WATV (TV) Newark, which also telecasts in the New York area, is not involved in the negotiations because it does so from Newark.

The anticipated settlement is expected to bring the city "several hundred thousand dollars" in retroactive tax collections for the six or seven years that tv film presentations have been a major factor in tv. Television executives said they had not computed what they would have to pay.

Under the city's proposal, all films telecast from New York are subject to the tax. This would include shows filmed expressly for tv, including commercials as well as products released to tv from theatrical film sources.

In their arguments to the city, television executives mentioned that an objectionable rate might drive film originations out of town. One spokesman said it is possible a station or network could originate its filmed shows from Newark or from Hollywood, where there is no city sales tax on film exhibition. It could not be ascertained whether the network or stations are strongly considering the shifting of their point of origination of filmed programs, even when an agreement is reached with the city.

Though the overwhelmingly large bulk of filmed programming is produced in Hollywood, a spokesman said, "a sizeable proportion" of network shows originates from New York. Networks are reluctant to shift some programs to the West Coast because the larger advertising agencies, based in New York, want to maintain close liaison with the networks on such activities as screening and integration of commercials. Another consideration is that the large film distribution companies are centered in New York and the networks prefer to remain close to their source of supply.

Live television programs are not at issue in the current negotiations. It is said that such productions pay city sales taxes in many areas, such as the retail sales tax on furniture and equipment bought for staging and the gross business tax of one-fourth of 1% on the enterprises. Network officials said there are similar taxes in Hollywood.

United Artists Announces Plan to Make Films for Tv

Although no details on operation are to be made known for "at least" two weeks, United Artists Corp. last week made public its intention to form a new subsidiary which not only would produce special films for television, but also sell them to advertisers and agencies. UA's intention to enter this field first was disclosed in an exclusive BROADCASTING interview last spring with the firm's president, Arthur B. Krim [FILM, June 10].

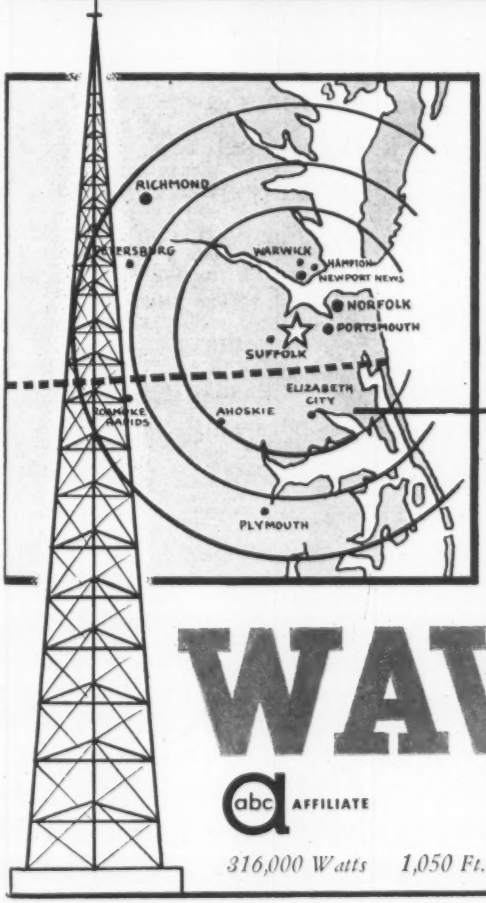
These tv properties would be produced along lines similar to UA's system of packaging theatrical films: financing independent producers in exchange for distribution privileges. Some 50 such projects are said to be under consideration and UA hopes to have such properties ready for sale and showing in the 1958-59 season.

UA is growing rapidly, according to figures released by Mr. Krim. Not only has the firm diversified by establishing various subsidiaries to handle such activities as music publishing and phonograph record production, but UA last week also announced it has entered theatre management in New York. Gross revenues in the nine months ended Sept. 30 have risen from $47 million (for the similar period in 1956) to $52.5 million and unofficial figures point to a 10% gain in net income for that period. By 1959 UA hopes to be earning $100 million in revenues and be firmly entrenched in the tv financing-distributing business.

This is Newport News

... IN THE BILLION DOLLAR TIDEWATER MARKET

on the great port of HAMPTON ROADS



. . . at the tip of the great metropolitan area of the Peninsula . . . extending into the core of the rich Tidewater area . . . home of a vast ship building industry . . . a lower Peninsula population of more than 188,800 spent more than $60,511,000 on food and apparel last year.

This is just part of what you buy when you buy WAVY-TV . . . which spreads out over Virginia's Golden Corner into a 42-county area in Virginia and North Carolina . . . reaching 1,753,810 people who spend more than $1,953,907,000 yearly on retail sales alone . . . WAVY-TV, reaching and serving a market area with an estimated buying power of more than 2½ billion dollars.

this is WAVY-TV

. . . tidewater's NEW VHF Station that blankets the world's greatest port with a 316,000 watt signal

WAVY-TV

REPRESENTED NATIONALLY BY H-R

CHANNEL 10

abc AFFILIATE

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

316,000 Watts *1,050 Ft. Tower*

Hunter C. Phelan, Pres. *Carl J. Burkland, Ex. Vice Pres. & Gen. Mgr.*

Pssst!
Want something hot?
THE RED AND TH BLACK
Stendh
Comic

Overnight, a century-old French novel became a collector's item... when it was assigned as the first book on New York's first television course for college credit.

The New York Times reported: "Demand Floods Shops... bookstores and libraries were in a dither yesterday trying to fill the unexpected demand for Stendhal's 'The Red and The Black'. Book salesmen reported sellout." In the follow-up rush of reorders from booksellers, Random House cleared out an additional 4,000 copies of the novel in the next three days.

But here's the payoff: this mad scramble for a book resulted from a television program *at 6:30 in the morning!* A special Trendex study indicated an audience upwards of 74,000 viewers got up before dawn for Dr. Floyd Zulli's first lecture on "Sunrise Semester," new WCBS-TV education series produced in cooperation with NYU. New York's *Daily News* aptly summed up the excitement: "Channel 2's Sunrise Semester Goes to Head of Class."

"Sunrise Semester" did much more than establish another noteworthy television first. It proved that television, expertly utilized, is an invaluable medium for the extension of education to the greatest number of people. And that *any time* is good time when it's on CBS Television's key station in New York...

Channel 2 • CBS Owned • Represented by CBS Television Spot Sales **WCBS-TV**

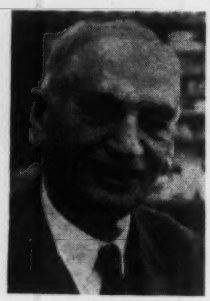
LANGER'S BARTLESVILLE SURVEY TOSSED INTO TOLL TV RHUBARB

- **Celler argues against pay tv with Porter in New York**
- **NBC declines Zenith challenge to debate the issue**
- **'Broadcasting' revisits Bartlesville to find some answers**

The champions of free and fee tv renewed their jousting with added vigor last week, highlighted by the efforts of anti-subscription congressmen to throw on-the-record sentiments of the American people into the debate.

The familiar faces of the old guard were there.

Sen. William Langer (R-N. D.) drew an avalanche of questionnaire returns from Bartlesville, Okla., home of the new Telemovie system, which overwhelmingly opposed pay tv, but questioned whether their local service belonged in this category.



SEN. LANGER

Rep. Emanuel Celler (D-N. Y.) squared off in a New York debate against former FCC chairman Paul A. Porter, Washington counsel for Paramount's International Telemeter Corp. (page 68).

Another debate failed to materialize when NBC declined to act on a challenge from Zenith Radio Corp. to argue toll tv in a public forum (page 68). Ted Leitzell, assistant to E. F. McDonald, Zenith president, had bristled at NBC President Robert Sarnoff's earlier remarks that pay television would crush the viewers' opportunity to choose between pay and free tv.

And, in an effort to find out some of this viewer thinking, BROADCASTING last week revisited Bartlesville to find out what has happened in the two months since Telemovies were introduced and just what was the public reaction to it as well as to the Langer questionnaire (see pages 62, 64).

Post cards on toll tv began flooding two areas of the government in Washington last week.

Up on Capitol Hill, the office of Sen. Langer began receiving the first batch of yeas and nays from Bartlesville families on how they liked pay tv.

As of noon last Friday, 1,662 responses to Sen. Langer's one-man postal card survey had been received in his office. Of these, he reported, 1,430 voted against pay tv, 113 were for pay tv and 119 answers were neither for nor against the principle of paying for television.

More than 150 of the responses noted energetically that there is a difference between subscription television and Telemovies. In the Telemovies system operating in Bartlesville subscribers pay $9.50 plus tax per month to see first run and rerun motion pictures via coaxial cable on their tv sets.

And, at the FCC, mailbags full of printed post cards were being received at the instigation of Michigan State Sen. Harold M. Ryan. Mr. Ryan began a one-man crusade against pay tv three weeks ago in Detroit [GOVERNMENT, Oct. 21].

As of Friday, the FCC had received almost 3,500 cards against toll tv. They were being sent over from the White House in mailbag loads. The cards are addressed: "Federal Communications Commission, c/o The White House, Washington 25, D. C."

On Oct. 24, Sen. Langer mailed a personal letter to all 8,000 families in Bartlesville asking their opinion of pay tv. Enclosed was a card with a box to check in favor or against "pay-as-you-see tv," and a place for names and addresses.

The North Dakotan's letter said he was writing as a member of the Senate Antitrust & Monopoly Committee, a subcommittee of the House Judiciary Committee. Sen. Langer is the ranking Republican on this subcommittee.

"Personally and as a United States senator I have been opposed to pay-as-you-see television, because I believe it will ultimately result in poor people getting poorer programs, while those who can afford to pay will get better programs," Sen. Langer said.

The North Dakota Republican said he would submit all responses to the Antitrust & Monopoly Committee.

He asked that the postal cards be returned before Nov. 4. The cards were common business reply cards, although bearing Sen. Langer's frank.

A review of the postal cards bearing comments showed that Bartlesville was well indoctrinated. Many of the cards vigorously noted that Telemovies was not pay tv. Many others objected to Sen. Langer's attitude toward pay tv: They emphasized that although they may be for or against it, they thought it should be allowed to prove itself in the competitive marketplace.

Comments on returned cards favoring toll tv ran a variety of reasons. Economy for large families was one notation. Another qualified his approval "if advertising is prohibited." A third noted that he enjoyed the lack of commercials.

Those who opposed subscription tv and inscribed comments covered a wide range. One stated he likes tv as it is, thought some of the commercials were "real good." Another declared he was not in favor of tv "in any form. I think it is the worst thing that has happened to us."

Earlier this month Sen. Langer announced that he would introduce a bill to prohibit toll tv [GOVERNMENT, Oct. 14]. He said that current laws neither authorize nor prohibit subscription television. He added that millions of people would be deprived of free tv programs if pay tv is authorized. Pending in the Senate is S 2268 to prohibit pay tv submitted by Sen. Strom Thurmond (D-S. C.). In the House, Rep. Emanuel Celler (D-N. Y.) is the author of HR 586, also to prohibit toll tv. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, has announced that he intends to hold hearings on Rep. Celler's bill as soon as Congress reconvenes in January.

TOLL ISN'T THE WORD FOR IT

A fast lesson in Sooner-style semantics was given Sen. William Langer (R-N. D.), of the Senate Antitrust & Monopoly Committee, by Henry S. Griffing, president of Video Independent Theatres Inc., Oklahoma City. The theatre chain operates the Bartlesville, Okla., Telemovies test project (see page 64).

Sen. Langer has polled everyone in Bartlesville for a yes-or-no vote on pay tv, throwing the city into a tv tizzy and throwing up one more hazard for the Telemovies service.

Telemovies, Mr. Griffing wrote the Senator Thursday, is a wired system of delivering motion pictures in the living room, using vacant places on the tv dial. Telemovie service is not pay tv, he explained.

He regretted Sen. Langer hadn't checked the Bartlesville project "before writing our customers and issuing a press release. I hope you haven't hurt our business as I am sure this was not your intention."

"Our theatres have been in business in Bartlesville for 28 years," Mr. Griffing wrote. "In the last few years television has kept many of our customers at home. Three theatres have been abandoned. In the face of this we are trying, just like any other merchant, to give more service and deliver our merchandise to the customers."

Mr. Griffing explained it is "optional with the customer if he wishes to supplement his television reception with motion picture entertainment."

MR. GRIFFING

"Surely," he said, "since you are on the antimonopoly committee, you must think competition is all right. We just want to continue selling motion pictures in Bartlesville.

"Now, like you, we are opposed to pay tv. You see, if the motion picture producers sell to the 500 tv stations for pay tv, they will bypass 19,000 theatres and we will be forced to close because we won't have any pictures to sell. I am not surprised that you couldn't understand our situation in Bartlesville from some of the news stories. They have been pretty confusing. Since ours is a local venture, we don't come under the FCC, so that part of your press release was in error."

The letter concluded: "If you ever get down to Oklahoma, drop in to see us."

new KENS-TV Lineup...
participations...
morning, afternoon, night...

AMOS 'N' ANDY
12:00 Noon
MONDAY THRU FRIDAY

BACKYARD THEATER
4:00-4:45 pm
MONDAY THRU FRIDAY

MATINEE THEATER
4:45-6:00 pm
MONDAY THRU FRIDAY

TEN O'CLOCK THEATER
10:00 pm
MONDAY THRU SATURDAY

AMOS 'N' ANDY and MATINEE THEATER are already tops in their time segments after only a month of programming.

BACKYARD THEATER, always a winner, is still tops among San Antonio's Children shows.

and TEN O'CLOCK THEATER features the finest of syndicated films plus the fabulous SHOCK series on Fridays . . . . pulling ratings in the 30's and 40's.

Learn how you can "participate" in San Antonio's new leaders!

KENS-TV
EXPRESS-NEWS STATION
5
CBS

SAN ANTONIO, TEXAS

Contact your PGW Colonel . . . let him fill you in on the details of this new lineup.

WHAT'S THE BARTLESVILLE PULSE?

LANGER RAISES SOME PRESSURES— Some of the citizens of Bartlesville, Okla., most door-belled spot in the nation, lost part of their civic composure last week when a U. S. senator started polling everybody in town.

The local citizens have tolerated countless professional and amateur survey units since Sept. 3, when the city became a proving ground for paid home reception of theatre movies.

But when Sen. William Langer (R-N. D.), of the Antitrust & Monopoly Committee, sent long letters about pay tv, accompanied by a postcard questionnaire, many of the residents took a dim view of congressional nosiness. The thing became downright funny when businessmen received senatorial letters addressed, "Hon."

In any event, the deluge of official letters spurred interest in the Telemovie service of Video Independent Theatres. Bartlesville has taken Telemovies in stride. Nobody is very much excited. It's just a new service that many like, and many more don't buy.

A good share of citizens contacted in homes, business places and on the sidewalk figured the senator is ignorant of what is happening in the northeasern corner of Oklahoma. They took a common slant—this politician can't tell the difference between pay tv and the movies wired into homes. Video Independent has done a good job selling its semantics—"Telemovies," and extension of the theatre into the living room tv set.

A lot of residents naturally were impressed by the fact that a U. S. senator thought enough of them to ask for their individual votes.

Some thought enough of the poll to write back their ideas. Here are some of the comments made in letters to Sen. Langer:

Newell G. Welty, Foster Petroleum Co. executive: "The local Telemovies bear as much resemblance to pay tv as a U. S. senator's cry for a balanced budget bears to his vote for a home state pork-barrel fund."

Will D. Parker: "There are too many important things going on in the world to have our Washington representatives concerning themselves with relatively unimportant ideas which are not even factual."

Loren C. Steel, manager of a large machine shop: "TM will provide employment. We still plan to watch free tv. Maybe TM will keep the family at home more."

Many thought it strange that the senator loaded his survey by coming out with an anti-pay tv statement in the accompanying letter. William Radcliff, manager of Crown Drugs, took a stand in common with a good many others: "They've got a product to sell, like the phone company. We can take it or leave it alone. What business is it of Sen. Langer's? We received his letter at the store but won't bother answering it."

Taking a different tack was R. W. Davies, insurance agent, who said, "the senator has a valid point when he says paid television would put television on a price basis, with people getting only what they can afford to pay." He, too, said that pay tv and Telemovies service are entirely different.

It quickly became obvious that the results of the Langer questionnaire may not match the early comments of those who received letters. Many mentioned this point after reading the early paragraphs of the letter, with its comments about the evils of paid television. Few residents have a very clear idea what pay tv is, but they know what they believe it isn't—Telemovies.

"I sent him a nasty letter," said D. W. Shugars, executive editor ofthe local *Examiner-Enterprise*. I explained he didn't have any reason to use Bartlesville in his fight against pay tv."

The newspapers carried an editor's note in the United Press story about the Langer poll, explaining, "Sen. Langer is apparently as confused as Eastern publications in labeling the local Telemovie project as pay tv. The project is not in any sense a pay-tv project in that it does not use air channels, but instead uses commercial cables as its transmitting means. The project has not received permission or authorization by the FCC because the project does not come under the Commission's jurisdiction."

A Phillips Oil Co. chemical engineer, who was looking at the stock market quotations in the Burlingame Hotel lobby, said, "The senator showed, by his letter, he had made up his mind before he started the survey." The oil executive wouldn't let his name be used.

A semi-retired hotel man, Paul R. Neyman, asked, "How does this little deal down here affect Sen. Langer?

"I don't get the idea, and his letter wasn't clear. I don't have Telemovies, and I wouldn't want to have to pay for all television service."

Mr. Neyman reflected a familiar feeling when he suggested that local people will decide whether the Telemovies idea is successful and they don't need any help from Washington in making up their minds.

RESIDENTS UNDECIDED ON TM—The universal belief voiced in Bartlesville as two months of TM service (one month free) came to an end was this—Nobody can tell at this time whether paid movies in the living room will succeed. It's too soon to draw conclusions—months too soon.

One businessman who was among the early subscribers decided last week to drop TM. He asked that his name be withheld for obvious business reasons. "They started out with a splash—'Pajama Game'—but now the quality trend is downward," he said. "In two months I've seen only five movies worth looking at. The pictures don't reduce well on the tv set. Some movies are blurred on the edges. A lot of the big epic films look bad on a small tv screen."

The technical quality of the Telemovies images on home tv sets is about the same as service from the three Tulsa tv stations, judging by comments of most subscribers. Most frequent criticisms were fuzziness and cropping of heads.

Mrs. Logan Taylor, whose home became a haven for reporters and surveyors after it was mentioned in the Sept. 9 BROADCASTING article on Bartlesville, said the family likes Telemovies but doesn't look as much as anticipated "because there are so many things to do." The Taylors have two children, 3 and 6. "The children like the new Sunday matinees," she said. "We see possibly three Telemovies a week when Mr. Taylor is in town." He is a Phillips Petroleum Co. executive.

The Taylors have the Langer letter, but Mrs. Taylor won't decide whether to answer until her husband returns from a trip.

The family of M. T. Balds figures their Telemovie service is too expensive and may drop it despite the fact it means the family can see movies without going to the theatre. Regular tv programs and the fights are still popular in the Balds' home.

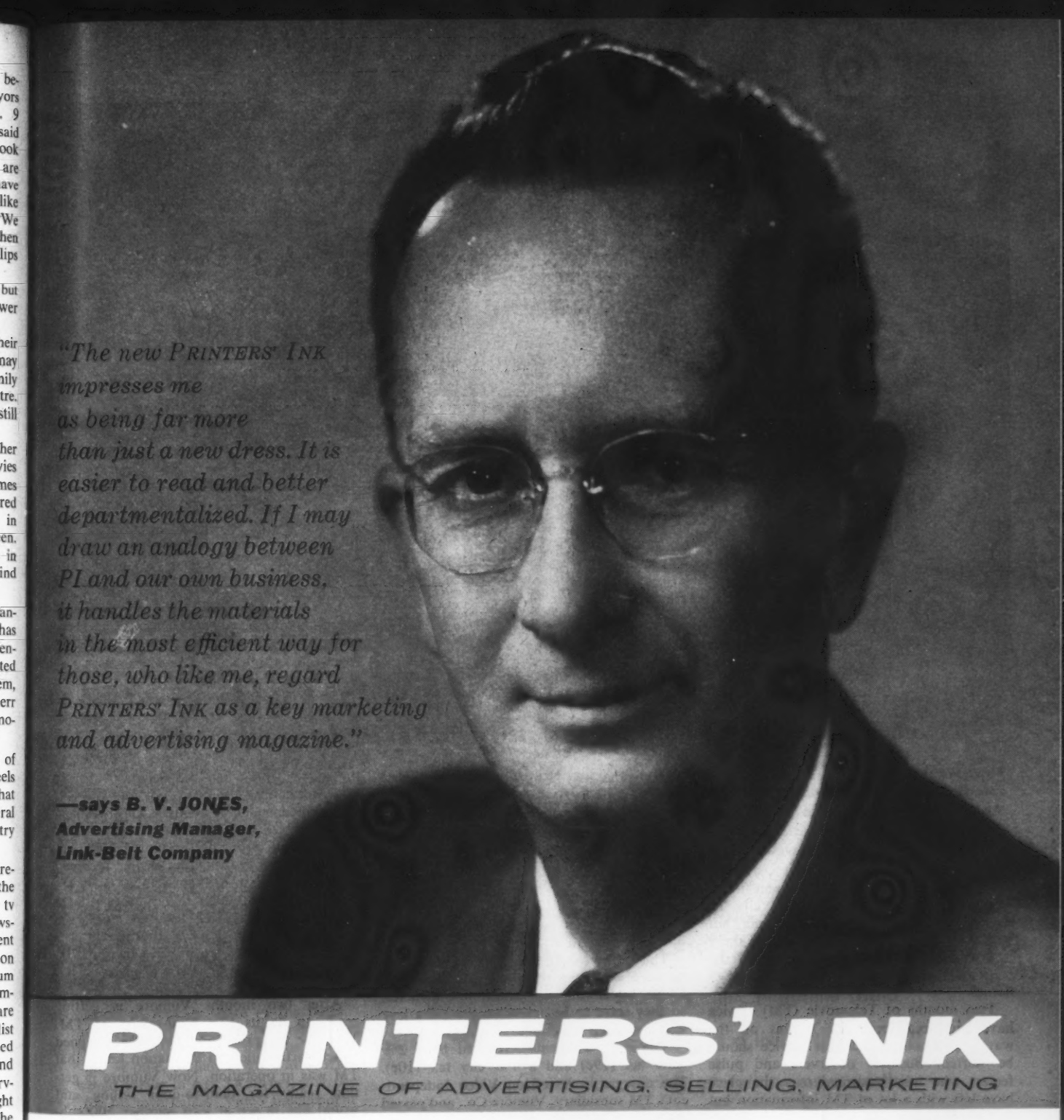
Mrs. Alta Riggs, who lives with her teenage daughter said "Some of the movies aren't too clear." She added that sometimes they chop off parts of a head. She figured that was due to some technical detail in putting wide-screen movies on a tv screen. She said there was only one other set in the neighborhood and didn't seem to mind paying the extra tax on the $9.50 bill.

J. Fred Case, president and general manager of KWON Bartlesville, said he has found no observable impact on radio listening since Telemovies began. He has treated high spots of the service as a news item, mentioning the visit of Sen. Robert S. Kerr (D-Okla.) at an Oct. 21 Telemovies promotional luncheon.

"It's being tried in the marketplace of public opinion," he commented. He feels TM should be regulated, pointing out that it now avoids regulation by the Federal Trade Commission, FCC and industry groups.

Ralph L. Smith, *Examiner-Enterprise* reporter, said there's a real need to define the terms used in the various forms of paid tv and movie service. Like others on the newspapers, he feels the Video Independent group will eventually sell advertising on Telemovies. He suggested this new medium should be subjected to Federal Trade Commission jurisdiction, just as other media are regulated. He said the 545 subscription list isn't at all low since only 38 of the planned 80-odd miles of cable have been built, and many newer residential areas aren't serviced. "We'd like to see it go, even if it might be an advertising competitor," he said. The newspapers, carry about a column a day of theatre advertising plus double spreads. The Telemovies project hasn't been given much news treatment except in a 20-page special Sunday edition, Oct. 20.

"How can they call it a flop?" Mr. Smith asked, recalling a national newspaper's bearish story and some of the amusement journal pieces. He has his own telephone list of 50 Telemovies subscribers and calls them occasionally. "Out of 50, only four have dropped it," he said. "A few hardly use it, and others like the pictures. Some are getting choosy and spending more time looking at tv."


"The new PRINTERS' INK impresses me as being far more than just a new dress. It is easier to read and better departmentalized. If I may draw an analogy between PI and our own business, it handles the materials in the most efficient way for those, who like me, regard PRINTERS' INK as a key marketing and advertising magazine."
—says B. V. JONES, Advertising Manager, Link-Belt Company

PRINTERS' INK

THE MAGAZINE OF ADVERTISING, SELLING, MARKETING

Applause continues with each issue. In countless ways, the men who sell and advertise in the nation's market place are saying the new Printers' Ink **helps them in their business.**

This is another achievement of the new Printers' Ink. More than ever, it delivers what they want and need: Quick and accurate reporting and analysis, from their point of view, of events in the trade and events in the world which can affect their decisions. The latest techniques and approaches to problems — whether in designing an ad, buying publication space or time on the air, writing television commercials, or marketing a new product.

The new Printers' Ink is a sales instrument of incomparable power for you who sell to the national advertising market. Printers' Ink offers a larger audience of advertising executives than any other publication in the field. Reaches more sales executives than the next two advertising publications combined. Delivers more — by far — total executive circulation (ad manager to president) among manufacturers than any other advertising publication.

BARTLESVILLE REVISITED

Telemovies has ups and downs, but it's too early to predict outcome

Nine weeks ago when Video Independent Theatres Inc. started piping movies into Bartlesville home tv sets by wire, BROADCASTING Associate Editor Earl B. Abrams was on the scene [LEAD STORY, Sept. 9]. Since then there have been many conflicting reports on the project's progress. To get a clear picture, Senior Editor J. Frank Beatty last week revisited Bartlesville for this on-the-spot report.

The eyes of the entertainment and media worlds are on the high-income city of Bartlesville, in northeastern Oklahoma, but hardly anyone in the city is aware that there is anything historic or unusual about the paid living-room movies that go into 545 homes.

Two months of Telemovie (TM) service have produced important lessons on the way a new communications service should be started. Business observers and pulse feelers who have swarmed over the place have left with a lot of TM information but few conclusions.

No careful observer has been willing to predict flatly that TM will work, won't work or even that it may provide an extra income for movie theatre operators—somewhere between the dollars gained from popcorn and from screen advertising.

Even Henry S. Griffing, president of Video Independent Theatres Inc., doesn't figure he can decide in less than a year whether TM will work. He has a lot at stake—a possible $50,000 loss for the first year. In addition he has plans to hook up over a score of cities, including such places as Oklahoma City, if this new medium catches hold in Bartlesville.

The 545 homes hooked up Nov. 1 will produce a TM box office take of $5,000 in November, plus any income from new subscribers joining early in the month—provided they all pay their $9.79 monthly bills.

This $9.79 caught quite a few subscribers by surprise, since the list price of TM is $9.50. Local folk are accustomed to taxes, so they seem to be accepting the extra levy without much grousing.

The extra 29 cents is caused by a 2% state tax (19¢) and a 1% city tax (10¢). The city tax is levied on Video Independent's TM subsidiary, Vumore Co., and passed on to the consumer.

"Our collections are very good," said C. O. Fulgham, vice president of Video Independent Theatres.

Not all was bright in Bartlesville at the end of October, however. A little flurry of cancellations was apparent to an observer around the beautiful Vumore TM plant. These apparently could be traced in part to unhappiness about the October films fed over the two TM circuits—first runs on ch. 3 and reruns on ch. 5.

Video Independent people conceded privately there had been some dogs in the programming, nothing new to theatre operators. But they brightened when they looked over the list of November features.

An unexpected hazard hit Bartlesville at the month end when the Senate Antitrust and Monopoly Committee got into the act. Video Independent executives were wondering what senatorial snoopers might do if they started prowling around Oklahoma. Most every home in Bartlesville received a letter from Sen. William Langer (R-N.D.) and mostly they thought it was pretty strange business for a senator to send what was widely deemed a loaded questionnaire.

A lot of them were impressed, however, and sent in answers (see Langer story, page 60).

After two months Vumore is getting ready to do its first hard-selling of TM. Thus far the promotion has been designed to let Bartlesville and the nation know that TM was in operation. Now Vumore is getting ready for door-to-door selling and would like to see at least another 200 subscribers by Dec. 1.

Bartlesville revisited offers these observations:

- Tv sets in TM homes are working overtime.
- Movie attendance doesn't seem to have suffered: any drop-off could easily be ascribed to such things as flu.
- Censoring of movies isn't an apparent problem and scarcely any complaints have been heard about the moral aspect of TM films.
- The quality of TM signals isn't considered any better than the three Tulsa tv signals by most TM subscribers contacted by BROADCASTING. Some complain of fuzzy edges, cropping of people in the scenes and

the lack of detail provided in tv production.

• Tulsa agencies are interested, but less so than a month or two back. They aren't worried about 545 homes in a 300,000-circulation region.

• Tulsa stations aren't napping but they've felt no particular TM impact yet.

• Video Independent hasn't backtracked on its flat statement that no TM advertising is contemplated. "We're not in the advertising business," Mr. Griffing said, answering this question for the thousandth time.

This isn't technically accurate because the big southwestern chain sells a lot of advertising on its theatre screens. Several questions about the chance of buying TM advertising have been construed as feelers.

One unusual twist to the Langer questionnaire was this question asked frequently by people in Bartlesville, "You mean they don't have this in other places?"

Judging by nearly a hundred local interviews, families with TM service are spending a little more time looking at their tv sets. Some are let down because a lot of the films aren't as good as "Pajama Game," the Sept. 3 opener. Solid tv programs are still viewed in TM homes but some of the tv time is going to TM. Groups gather at TM homes, much as was the case in tv's early days, but this may taper off when TM loses the novelty element.

All the national publicity doesn't fool Mr. Griffing. It's heady stuff, he concedes, but he's more interested in local TM customers than national acclaim.

Starting in December he expects to publish a Vumore fan magazine that will list TM shows plus the month's programs of Tulsa tv stations.

Two months of Telemovies in Bartlesville have taught Video Independent some basic lessons in programming for this new type of "theatre audience," Mr. Griffing said, but he felt the basic idea of the service is holding up, and no major mistakes have appeared.

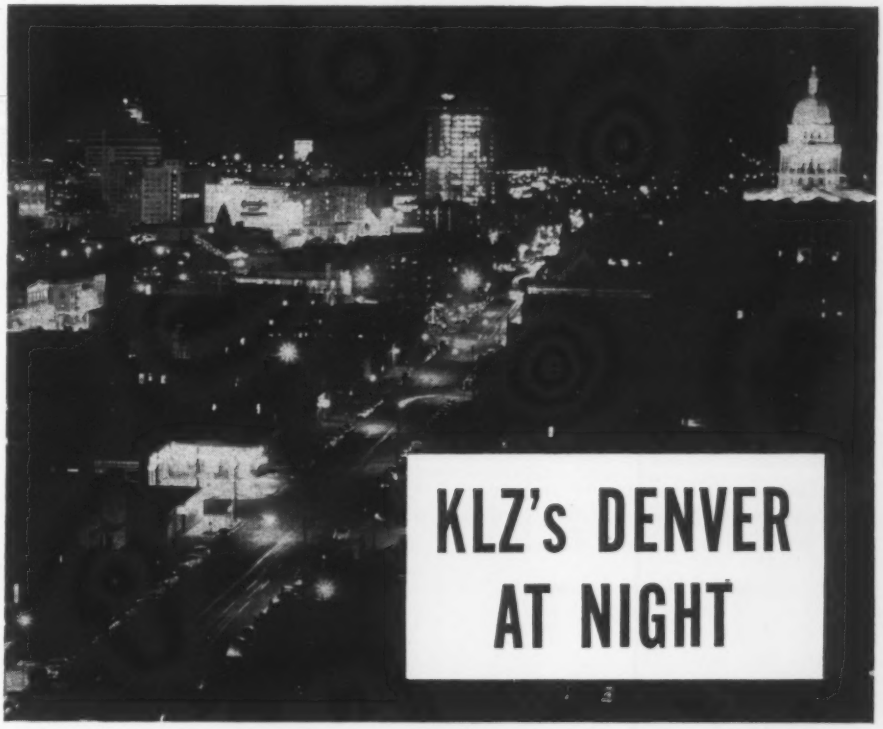
"There's one thing we might have changed," he added. "We prematurely announced we were going to have our own facilities in Bartlesville and then discovered the telephone company wouldn't give us permission to rent its share of the poles."

Instead of paying $3,290 per month, or nearly $40,000 a year to deliver the service over the 38-mile, 5-channel grid, Mr. Griffing would prefer to pay $1.50 per pole per year for his own cables. Video Independent installed the original cables in Bartlesville but then had to sell the facility to the telephone company and start paying rent. Mr. Griffing thought this cable-renting idea might be more practical than ownership of the grid in the case of a larger city. He has pole permits in 36 cities in New Mexico, Texas, Oklahoma and Mississippi.

He hasn't the slightest idea, however, of extending Telemovies to any other city until Bartlesville's lessons have been well learned. He hasn't changed his belief the test must run at least a year or 18 months, the time he figures will elapse before Bartlesville emerges from the red ink.

As to programming, Video Independent has found that subscribers want comedies, cartoons and juveniles, as well as first-run and re-run features. This might be due to

THE PROGRAM THAT ROCKED DENVER
RADIO 3 YEARS AGO
STILL THE PACE SETTER!



Stan Brown

with Stan Brown and a crew of
top broadcast news reporters

• WARREN CHANDLER
• MERWIN SMITH
• DICK McMAHON

KLZ's dynamic nighttime radio selling success is a living chronicle of a city after dark covering everything newsworthy that happens in and around Denver or of interest to Denver people—no matter where it is!

For full details, call your KATZ man
or Lee Fondren in Denver.

KLZ Radio 560

CBS for the Rocky Mountain Area

subscribers' television training. Starting Oct. 20, a Sunday children's matinee (1-4 p.m.) was added as the company acted quickly to meet program tastes.

"Do you believe this is the ultimate form of Telemovies?" Mr. Griffing was asked.

"It's only the beginning," he said. "So far there's no reason to change the $9.50 monthly rate. We have no plans to use a meter system. If a central billing plan can be developed, we might be interested if it isn't too costly, doesn't increase maintenance and overhead, and protects privacy so service can't be stolen."

Several manufacturers have been contacted, but none has produced a central metering system that would permit a lower monthly fee plus charge for films actually viewed, according to Mr. Griffing. "We might give it a whirl if a gadget appeared," he said, "but we don't want meters in homes."

He conceded the Telemovies service could use more top-grade films but explained, "There never have been enough good films."

Availability of film prints offers another problem. Oklahoma City film distributors get five prints of a feature film to supply 400 accounts. This requires fancy scheduling and is a major factor in the booking of Telemovies. If MGM and Twentieth Century-Fox join the other major Hollywood suppliers by serving Video Independent's Bartlesville service, the scheduling problem will be eased and the service improved, Mr. Griffing predicted.

Some films are shown on Telemovies service before they appear on Bartlesville theatre screens. Some are shown simultaneously and some later than theatres, depending on the availability of prints.

It isn't likely any fixed film payment plan is imminent. Producer-distributor groups will have access to Video Independent's books. Best guess at this point is that payment for use of prints on the Telemovies circuit will be an adoption of a common theatrical formula—35% of revenue goes to the source of film supply. The suppliers are watching Bartlesville closely but they are a long way from knowing how much they will get out of the oil town's living-room exhibitions.

Mr. Griffing said there hasn't been any check made on the 32 disconnects. He figures this might be an average disconnect figure a year from now, since subscribers have no contracts and can drop out anytime they choose. A number of the disconnects were "monitors" selected in August and September to make reports on signal quality and service in general.

Mr. Fulgham recalled an earlier statement that Telemovies service isn't like an opening night on Broadway, where the success of a show is frequently decided in a single evening. "Our list of 545 subscribers is highly encouraging because we had expected only 225 by Nov. 1. Wait until our first sales promotion campaign gets underway and sales crews get to work."

The grid in Bartlesville, making Telemovies available to 4,500 of the 8,000 homes in the city, reaches much of the older area where incomes are lower than in the newer outlying areas, Mr. Fulgham said. "If the whole town were wired, we'd have at least 800 subscribers," he contended. One higher-income subscriber spent $100 with a serviceman to have all four of the tv sets in his home wired for Telemovies.

According to Mr. Fulgham, women are able to see part of a feature film in the early afternoon, bring the children home from school and pick up the show in the evening or possibly the next day. The features range from 75 to 120 minutes, with an average of 105. Little editing is done to adapt films to the clock.

The switching gadget attached to the back of tv sets by Video Independent was built in its own shops because suitable devices weren't available at what the company felt was a reasonable price, Mr. Fulgham said.

Tulsa broadcasting and agency circles are "interested" in the goings-on at Bartlesville, 70-odd miles to the north, but it's a mild sort of curiosity.

Oscar E. Payne, president of Watts-Payne Adv., Tulsa, said most advertising folks in the city aren't paying much attention to Bartlesville's experiment now that the opening excitement has subsided. "There was more interest at the AAAA meeting in Chicago recently than in Oklahoma," he said, since agency executives expected every Oklahoman to be an expert on wired tv. Mr. Payne wondered if home subscribers might tire of the service after a few months. He said the audience isn't large enough at this point to concern media buyers.

J. Burr Gibbons, president of Gibbons Adv. Agency, Tulsa, said bluntly, "We don't know enough about Bartlesville to draw any conclusions," taking the same position as Mr. Griffing and his Video Independent executives.

Dee Freiday, radio-tv director of the Gibbons agency, said many regional advertisers buy Tulsa and Oklahoma City tv stations, getting most of the population centers in the state through their coverage. The small list of Telemovies subscribers in Bartlesville has no effect on a timebuying decision now, she said, noting that nine out of ten homes in the town have tv but only one out of nine of these homes have wired service. A frequent visitor at her parents' home in Bartlesville, she said the old residents of the town figure wired tv is a colossal flop, and not worth all the excitement. The "upper crust" isn't excited, either, she noted.

J. C. Richdale Jr., vice president of KOTV (TV), Corinthian station in Tulsa, said the station is "concerned and not at all relaxed" as it watches developments. "Wired tv could make an important change in free broadcasting," he reminded.

The Labor Day "excitement" has subsided, he said. "Everybody was talking about Bartlesville then," he recalled. "Now it's not much of a conversation piece." He said there was "no impact" on KOTV that is discernible since a good Tulsa signal can reach over 314,000 families and there are only about 540 Bartlesville homes with Telemovies. He was careful to explain, however, that the 200,000 sets outside metropolitan Tulsa are an important market and the possible loss of a segment of viewers would not be treated lightly.

Mike Shapiro, managing director of KTUL-TV Tulsa, doesn't believe any definite conclusions on the total impact of Telemovies can be reached for a year. "If the goal of 3,000 wired homes were reached and if every subscriber abandoned free tv viewing altogether," he said, "the total loss of Tulsa station tv circulation would be less than 1%. This would be offset quickly by the normal increase in circulation as non-tv homes buy sets. As an NARTB member station we are in full accord with that organization's actions. I believe Telemovies service, though not a major threat, must be watched closely. It could have a major effect if popularity of the service grew faster than anticipated by those close to it."

Charles Larkins, KTUL-TV promotion director, said a number of Bartlesville residents interviewed at KTUL-TV's state fair booth Sept. 28-Oct. 4 didn't think much of the Telemovies idea. These were non-subscribers. A number feared there will be a utility or some other kind of tax on the monthly Telemovies bill.

Another Broadcaster Reports He Would Join Toll Tv Test

One more broadcaster has announced he will apply for FCC authority to participate in subscription tv tests.

The information came as additional replies were received to a BROADCASTING inquiry on plans and arrangements sent two weeks ago to all station operators in the 20 cities which meet the FCC's initial criterion for the three-year test period—four Grade A tv signals [LEAD STORY, Oct. 28].

Joining the broadcasters who categorically said they were planning to apply for pay tv authority is Nathan Safir, KCOR-TV San Antonio, Tex. (ch. 41).

The others are ch. 17 WKDN-TV Camden, N. J.; ch. 17 WITV (TV) Fort Lauderdale, Fla.; ch. 20 KBAY-TV San Francisco, Calif.; ch. 25 WCAN-TV Milwaukee, Wis.; ch. 44 WOPT (TV) Chicago, Ill., and ch. 32 KSAN-TV San Francisco, Calif.

WITV, KSAN-TV and now KCOR-TV are operating stations.

Other additional replies were either categorical negatives or qualified.

To the 18 who said outright they had no plans to apply were added: Robert W. Sarnoff, NBC president; John B. Soell, WISN-TV Milwaukee; Fred M. Thrower, WPIX (TV) New York; Alex Keese, WFAA-TV Dallas, Tex.; Joe C. Drilling, KJEO (TV) Fresno, Calif.

Don McGannon, president of Westinghouse Broadcasting Co., said: "The matter is being studied. We don't expect to reach a definite answer for 30 days."

And Frank H. Altoerffer, WLAN-TV Lancaster, Pa., holding a permit for ch. 21 there, said: "We are certainly interested but have not come to any definite conclusions."

You can have a Balanced Low-Fat Breakfast!

Recently scientific and medical authorities have stated that there will probably be a trend in this country to less rich diets which means less calories in the diet. Because fats are such a concentrated source of calories, a moderate reduction of fat intake will result in a generous reduction of calories.

Medical and nutrition authorities when recommending that the fat intake of the diet be lowered state that a low-fat breakfast should provide well-balanced nourishment. *A basic cereal breakfast pattern shown below has found wide endorsement because it makes a worthwhile contribution of complete protein, essential B vitamins, and minerals to the daily diet and is low in fat.*

Basic Cereal Low-Fat Breakfast Pattern

Orange juice, fresh, ½ cup, Cereal, dry weight, 1 oz., with whole milk, ½ cup, and sugar, 1 tsp., Bread, white, 2 slices, with butter, 1 tsp., Milk, nonfat (skim), 1 cup, black coffee.

Nutritive Value of Basic Cereal Breakfast Pattern

Calories	502
Protein	20.5 gm.
Fat	11.6 gm.
Carbohydrate	80.7 gm.
Calcium	0.532 gm.
Iron	2.7 mg.
Vitamin A	600 I. U.
Thiamine	0.46 mg.
Riboflavin	0.80 mg.
Niacin	3.0 mg.
Ascorbic Acid	65.5 mg.
Cholesterol	32.9 mg.

Note: **To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.**

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.

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A research and educational endeavor devoted to the betterment of national nutrition

Celler Again Warns FCC Against Authorizing Pay Tv

Rep. Emanuel Celler (D-N. Y.) renewed his warning last week that should the FCC attempt to proceed with authorization of pay-tv it "will get its knuckles cracked" by Congress.

He repeated his view that the Communications Act does not contemplate nor authorize pay-tv during a debate on the subject in New York before the Radio-Television Executives Society with Paul A. Porter, Washington counsel for Paramount's International Telemeter Corp. and former FCC chairman.

Congressman Celler cautioned prospective investors of risk capital in pay-tv to investigate carefully all legal aspects before venturing into the field. He also sharply criticized FCC Comr. Robert E. Lee for pre-judging the toll television proceeding pending before the Commission through advocacy of authorization in a *Look* magazine article. "He deserves condign criticism —nay more, he has disqualified himself," Rep. Celler charged. "His colleagues must request his removal from the panel when it considers trial pay-tv, otherwise the Commission would stultify itself," he added.

Mr. Porter noted the growing rate of closed-circuit tv in industry and other fields and said, "The next step is right around the corner." He said this "is the addition of three new channels [Telemeter] into the living room either by wire or off-the-air and thus a drastic and revolutionary change in the economic, social and cultural bases of American entertainment habits and procedures will result." He claimed those who developed radio-tv "did not intend their conquest of the spectrum to be dominated by the few, utilized for limited purposes or stagnated by the present program traffic." This present domination he attributed to the vhf-uhf allocation errors since 1948 which created an essentially 12-channel vhf system.

MR. PORTER REP. CELLER

FRIENDLY HANDCLASP AFTER THE FRAY

The Telemeter attorney agreed with the opponents of pay-tv that it "should take nothing from the people. . . . The status quo appears so entrenched for the present that a substitute service is not feasible politically. Therefore, pay-tv must add and not subtract. And as welcome as the three-year tests just authorized by FCC may be, it would appear that the immediate future of pay-tv is the closed circuit route. The technology is such that the system can adapt itself to air-link when and if it is generally authorized. But it will not wait, and in my judgment, should not."

Mr. Porter was critical of allocation and other problems which he claimed have caused the lack of competition in tv today but said, "I am not condemning the condition of limited access on the grounds of any moral dereliction upon the part of the networks. They have taken an economy of electronic scarcity and made, for themselves and for the public, a good thing. But the networks are also prisoners of the limited medium in which they thrive. They must by and large serve the piper who pays. Only on weekends can they seem to call the tune."

The former FCC chairman was not so kind to American Telephone & Telegraph Co., however. He said, "This corporation is the showcase of American business enterprise and, no doubt, deservedly so. But as a legal monopoly there is some question as to whether they have kept pace in the development of trunk lines and intercommunity systems so as to make communications competitive and not restrictive. At least they have succeeded in keeping others from trying to achieve this objective. But this is a long, complicated . . . story."

Later in the week, AT&T announced it had filed with the FCC an application for circuit expansions totaling $60 million which "represented but a portion of the program for 1958 and early 1959." Application covered provision for 4 million channel miles of telephone facilities and 2.2 million miles of telegraph channels and "additions to television facilities."

TOLL IN THE SADDLE

Recounting FCC struggles through the years to settle equitably the recurring frequency allocations battle, former Commission Chairman Paul A. Porter (1944-46) called upon his "20/20 hindsight" last week during debate with Rep. Emanuel Celler (D-N. Y.) in New York (see above) to set the stage for his argument that pay-tv will go wire if it cannot go wireless because of frequency scarcity. He said the tv allocation scramble of recent years "sounds somewhat like the fall tv schedule. There was the 'Color-Gunfight at the FCC Corral.' 'The Great Four-Year Freeze.' Then 'The Big Thaw,' and 'The Klondike Spectrum Rush' following the Sixth Report and Order." Speaking more seriously, Mr. Porter suggested "that while I do not publicly confess to inside knowledge of recent developments, I suspect that sputnik has much more than redoubled demands for spectrum space at various levels."

Zenith Challenges Sarnoff To Toll Debate; It's Declined

A challenge to debate free-vs.-fee tv on the air, or "in a forum of your own choosing," was flung at NBC President Robert W. Sarnoff by Zenith Radio Corp. in a telegram Oct. 25. But a spokesman for NBC said Thursday that network would not accept the offer.

Ted Leitzell, assistant to E. F. McDonald Jr., Zenith president, took exception to Mr. Sarnoff's charge at a Pittsburgh luncheon that once pay television is launched, the viewer will have no opportunity to choose between free and fee tv [NETWORKS, Oct. 28].

Speaking for Zenith, Mr. Leitzell charged Mr. Sarnoff's statements "can only serve to interfere with the democratic solution to the pay tv debate provided by FCC" and they provide "ample evidence that NBC would very much favor subscription tv if it could be owned and/or controlled by RCA." He declared Mr. Sarnoff's statements and charges were made "with tongue in cheek."

Claiming pay tv had been attacked without chance of rebuttal, Mr. Leitzell challenged Mr. Sarnoff to a public debate on the issues. "If you would like to have this debate over your network," Mr. Leitzell added, "Zenith will be glad to pay half of the time charges involved."

Mr. Leitzell has also requested the opportunity to address the Broadcast Adv. Club of Chicago at an upcoming monthly luncheon meeting on pay television, it was reported last week. The request to discuss toll tv in general, and to answer NARTB President Harold E. Fellows' arguments before the BAC in particular [TRADE ASSNS., Oct. 14], was contained in a letter to Ward L. Quaal, vice president-general manager of WGN-AM-TV Chicago and club president. The request currently is under consideration.

Telemovie Files Application For Chicago Toll-Tv Franchise

Tele-Movie Development Co., which has received a green light to start closed-circuit pay tv in Oceanside, Calif., carried its activities into Chicago last Tuesday with a formal request for a franchise from the local city council.

The request, submitted by Harrison W. Hertzberg, Tele-Movie counsel, will be referred to the council's utilities committee for consideration. If approved, the company would install and maintain cable over public property for program transmission.

Tele-Movie plans to seek franchises in about 33 additional communities [PROGRAM SERVICES, Oct. 28, 14].

Tele-Movie has started negotiations with a number of manufacturers of cable and equipment necessary for the Oceanside system, president Walter J. Dennis reported Thursday. Mr. Dennis and Will Baltin, vice president and general manager, have opened headquarters offices for Tele-Movie in the Film Exchange Bldg., 1914 S. Vermont Ave., Los Angeles.

Dodgers' Ultimatum: Pay Tv or No Tv

It's either pay tv or no tv, so far as the 1958 games of the Los Angeles Dodgers are concerned, club owner Walter O'Malley said last week.

Before leaving Los Angeles to return to New York, Mr. O'Malley said, "The jury is still out on pay tv." Then he added that if the Dodgers don't get pay tv there'll be no tv at all for the coming year for the team. Evidently impressed by the attendance record of the Braves since their move to Milwaukee, an accomplishment attributed as much to the team's prohibition of telecasts of home games as to the Braves' prowess on the diamond, Mr. O'Malley stressed his determination that the Dodgers shall not be second best to the Braves in any respect.

There seems little question, however, that the Dodgers 1958 games will receive play-by-play radio coverage. Several stations, including KMPC and KLAC, reportedly have talked with Dodgers management concerning broadcast rights for next year.

Michael Dann New President Of Henry Jaffe Enterprises

Michael Dann, vice president in charge of television program sales, NBC-TV, resigned last week to join Henry Jaffe Enterprises, New York, as president. Henry Jaffe, head of the firm, becomes chairman of the board. William Phillipson, is executive vice president and general manager of the company.

MR. DANN

Henry Jaffe Enterprises produces the Dinah Shore-Chevy shows on NBC-TV, *Texaco Command Performance* spectaculars, *Holiday in Las Vegas* specials as well as the Shirley Temple fairy tale series.

Mr. Dann had been with NBC for nine years. He joined NBC-TV as trade news editor and in 1955 was made a vice president in charge of programming sales.

Sparnon Promoted to BMI Post

Promotion of Ken Sparnon to director of station relations for Broadcast Music Inc. was announced last week by Glenn R. Dolberg, vice president in charge of station relations for BMI. He has been a field representative for BMI 11 years, serving most recently as eastern regional representative. Earlier, Mr. Sparnon had been musical and program director of WHEC Rochester, N. Y., for eight years and musical director and production manager of WSYR Syracuse, N. Y., for seven years.

MR. SPARNON

STANDARD OF ACCEPTANCE

NEWS ON 6 is important daily business at WCSH-TV in Portland, Maine. It takes the best news staff in the Northeast, and a lot of words and film to cover 14 tele-newscasts from 7:25 a.m. to 12:30 midnight. But Channel 6 viewers expect and get professional news handling.

NEWS ON 6 consistently tops all tele-news in area polls. Ask any Weed-Television man about ratings and availabilities.

WCSH-TV

PORTLAND, MAINE

Planned and Manned for Service

A NEW DEAL FOR RADIO RATE CARDS

Computer and committee come up with simpler format for CBS o&o's

Radically simplified rate cards displaying costs in net round-dollar figures which eliminate the need for discount computations—and also incorporate rate increases—have been adopted by the six CBS-owned radio stations, effective Dec. 1.

Developed over the past year by a CBS Radio rate card committee with the help of "electronic brain" gadgetry which by conservative estimate shaved another year off the working schedule, the new cards are being announced today (Monday) by Jules Dundes, CBS Radio vice president in charge of station administration. The six stations involved: WCBS New York, WEEI Boston, WBBM Chicago, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles.

Except for WCBS and WBBM, which put rate boosts into effect earlier this year, all of the cards provide for rate increases. Because of the extensive simplification—especially the fact that the new cards eliminate discount structures and state all costs in net figures—comparisons of specific rates under the old and new cards become meaningless. Officials estimated, however, that on the present level of sales each of the four stations getting a new increase would receive 10-17% more money under the new card than under the old.

Instead of occupying several complicated pages and varying widely in form from one station to the next, the six new cards have been standardized in all important respects—except, of course, that specific rates are different for different stations—and have been streamlined to a point where all data for each station is presented on a three-fold card, including general information about the station in addition to its rates.

"When you understand one card, you understand all six," Mr. Dundes said. "They are designed to conform to the new patterns of buying and selling—to make it easier to buy and easier to sell. Campaigns have become shorter, so buying is done more frequently—and should be made simpler so that it can be done more quickly. Radio is strong and getting stronger; the simplicity of these cards should contribute to further growth."

He continued:

"We at CBS Radio are happy to announce this new rate card which brings the CBS-owned radio stations to the forefront in an industry whose fast-paced sales demand ease and speed in rate computation. Standardization of the CBS-owned station's rate cards is expected to prove of vast benefit to both stations and advertisers. The new and simplified rate structure fills the need for ease in ordering and billing of time in a heyday of radio sales activity."

One of the most dramatic single features is the showing of rates in whole-dollar, net-cost-per-unit figures. Instead of having separate and complicated discount tables, requiring separate calculations for each purchase, discounts for frequency and length of contract are "built in."

Thus a buyer of five Class A minute announcements per week on WCBS, for example, can look at the WCBS card and see that his weekly cost will be five times $155 if his contract is for less than 26 weeks; five times $146 if it is for 26-51 weeks and five times $137 if it is for 52 consecutive weeks or longer. If he bought one a week it would be $180, $171 or $162, depending on length of contract, and if he bought seven a week it would be seven times $142, $133 or $124.

The number of time classifications, which formerly ranged from only one on KCBS to six on WCBS, has been standardized at three by all six stations. These vary slightly in some cases, but generally consist of Class A from 6 a.m. to 7 p.m., Class B from 7 p.m. to 10 or 11 p.m. and Class C for all other times.

All six cards give unit costs of time in three categories: (1) program time from one hour down to five minutes; (2) announcements and participations which are not in packages, those that are in packages, and those in participating program and (3) announcements and participations in special features such as the Housewives Protective League programs, etc. In each case, the unit costs are shown on a days-per-week basis (1 through 7) for each of three contract lengths (1-25, 26-51 and 52 consecutive weeks or longer). "Combinability" provisions—which type of buy may or may not be combined with other types to get the lower unit cost—also are spelled out.

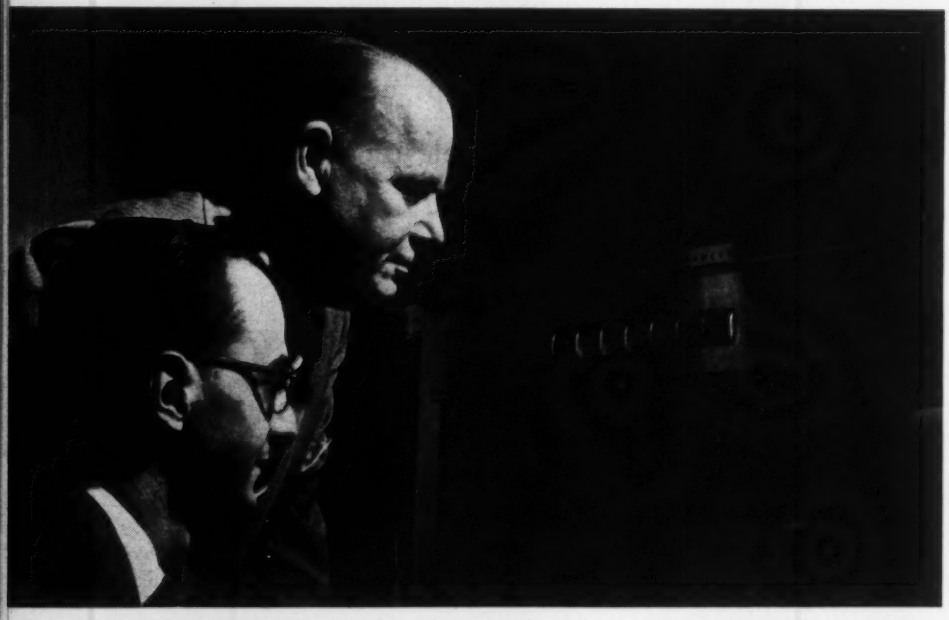
The 20-second station break has been standardized and all six stations will accept both 8-second and 10-second IDs under the new cards.

The rates of the six stations vary, in the case of one-time one-minute Class A announcements, from $180 on WCBS to $50 on KCBS. On KNX it's $100; WEEI $60, KMOX $90 and WBBM $145. The one-time one-hour Class A rate on WCBS is $1,000; on KNX $400, WEEI $300, KCBS $280, KMOX $400 and WBBM $720.

The exhaustiveness of the study that went into the realignment is pointed up not only by the fact that the committee and the research departments have been working on it for approximately a year but also by the number of different computations made in the process—a number which finally reached seemingly astronomical proportions, thanks to the nimbleness of the International Business Machines electronic computers used to make them.

For example, details of WCBS's entire current business were run through the machines 36 times—each time with a different set of unit-cost possibilities. The one finally chosen was the set which produced revenues closest to current billings. Dozens of possibilities were similarly put through against the current business of each of the other stations. In the case of WBBM, as with WCBS, the rates which most nearly approximated current billings were chosen; for the others, officials chose the rates which produced the additional volume that they had decided was appropriate in each case.

In all, officials reported, 49 complete analyses were run through the electronic brain (an IBM 650 computer), with each analysis



ALFRED M. PIETRASANTA *(l), supervisor-consultant, Service Bureau Corp., IBM subsidiary, and Sam Slate, general manager of WCBS New York, watch the control panel of an IBM magnetic drum data processing machine used in the processing of data for the new station rate cards. (Pictures of other facets for CBS' automation equipment on page 72.)*

WCBS Radio Rate Card No. 24

RATE CLASSIFICATIONS

	STATION TIME		ANNOUNCEMENTS	
CLASS A	Monday-Saturday	6:00 AM-7:00 PM	Monday-Saturday	5:59 AM-7:00 PM
	Sunday	10:00 AM-7:00 PM	Sunday	9:59 AM-7:00 PM
CLASS B	Sunday-Saturday	7:00 PM-11:00 PM	Sunday-Saturday	7:00 PM-11:00 PM
CLASS C	Sunday-Saturday	11:00 PM-12 MID	Sunday-Saturday	11:00 PM-12 MID
	Sunday	6:00 AM-10:00 AM	Sunday	5:59 AM-9:59 AM

NOTE: Station Time, Non-Package Announcements and Non-Package Participations are sold on DAYS PER WEEK basis. Packages of Announcements and Participations are sold on ANNOUNCEMENTS PER WEEK basis.

ALL RATES QUOTED ARE NET DOLLAR COST PER UNIT.

SECTION I—Station Time

NOTE: Facilities in this Section may be combined with each other but not with those in Sections II or III to earn lower rates.

		1-25 CONSECUTIVE WEEKS, DAYS PER WEEK							26-51 CONSECUTIVE WEEKS, DAYS PER WEEK							52 OR MORE CONSECUTIVE WEEKS, DAYS PER WEEK						
	CLASS	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
ONE HOUR	A	1000	965	930	895	860	825	790	950	915	880	845	810	765	740	900	865	830	795	760	725	690
	B	900	869	837	806	774	743	711	855	824	792	761	729	689	666	810	779	747	716	684	653	621
	C	800	772	744	716	688	660	632	760	732	704	676	648	612	592	720	692	664	636	608	580	552
½ HOUR	A	600	579	558	537	516	495	474	570	549	528	507	486	459	444	540	519	498	477	456	435	414
	B	540	521	502	483	464	446	427	513	494	475	456	437	413	400			448	429	410	392	373
	C	475	458	442	425	409	392	375	451	435	418	401	385	363								328
¼ HOUR	A	370	357				305		352													
	B																					
	C																				191	
5 MINUTES	A	185	179	172	166	159	153	146	176	169	163	156	150	142					154	147	141	134	128
	B	170	164	158	152	146	140	134	162	156	150	144	138	130	126		153	147	141	135	129	123	117
	C	150	145	140	134	129	124	119	143	137	132	127	122	115	111		135	130	125	119	114	109	104

SECTION II—Announcements and Participations

NOTE: **One Minute** and **Station Break Announcements** may combine with each other and with **Participations** to earn lower rates. Both **8-** and **10-second Identification Announcements** may combine to earn lower rates. **Identification Announcements do not combine with any other Announcements or Participations. These One Minute and Station Break Announcement rates do not apply 6:00-9:00 AM, Mon.-Sat.** See Section III—Special Features—for applicable rates.
Multiple Jim Lowe's Hideaway—Saturday Participations: Days Per Week rates listed are Times Per Day rates.

A. ANNOUNCEMENTS NOT IN PACKAGES

		1-25 CONSECUTIVE WEEKS, DAYS PER WEEK							26-51 CONSECUTIVE WEEKS, DAYS PER WEEK							52 OR MORE CONSECUTIVE WEEKS, DAYS PER WEEK						
	CLASS	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1 MINUTES	A	180	174	167	161	155	149	142	171	165	158	152	146	138	133	162	156	149	143	137	131	124
	B	125	121	116	112	108	103	99	119	114	110	106	101	96	93	113	108	104	99	95	91	86
	C	100	97	93	90	86	83	79	95	92	88	85	81	77	74	90	87	83	80	76	73	69
STATION BREAKS																						
	C				54	52	50	47		55									48	46	44	41
8 SECONDS	A	85	82	79	76	73	70	67	81	78	75	72	69	65	63	77	74	71	68	65	62	59
	B	65	63	60	58	56	54	51	62	59	57	55	53	50	48	59	56	54	52	49	47	45
	C	50	48	47	45	43	41	40	48	46	44	42	41	38	37	45	43	42	40	38	36	35

B. ANNOUNCEMENT PACKAGES

	FIXED POSITION PACKAGES												RUN OF SCHEDULE PACKAGES			
	1 MINUTES			STATION BREAKS 20 SECONDS			IDENTIFICATIONS 10 SECONDS			IDENTIFICATIONS 8 SECONDS			1 MINUTES	STATION BREAKS 20 SECONDS	IDENTIFICATIONS 10 SECONDS	IDENTIFICATIONS 8 SECONDS
CLASS →	A	B	C	A	B	C	A	B	C	A	B	C				
1-25 CONSECUTIVE WEEKS																
ANNOUNCEMENTS PER WK. 12-20	135	94	75	105	75	60	75	56	45	64	49	38	93	74	55	48
21-34	128	89	71	99	71	57	71	53	43	60	46	36	88	70	52	45
35+	121	84	67	94	67	54	67	50	40	57	44	34	83	66	49	43
26-51 CONSECUTIVE WEEKS																
ANNOUNCEMENTS PER WK. 12-20	126		70	98	70	56	70	53	42	60	46	35			52	45
																42
ANNOUNCEMENTS		81	65	91											48	
	110	76	61	85	61	49	61	46	37	52			75	60	45	39
35+	103	71	57	80	57	46	57	43	34	48	37	29	70	56	42	36

C. PARTICIPATING PROGRAMS

			PARTICIPATIONS DAYS PER WEEK							PARTICIPATIONS IN FIXED POSITION PACKAGES, ANNOUNCEMENTS PER WEEK		
		CONSECUTIVE WEEKS	1	2	3	4	5	6	7	12-20	21-34	35 OR MORE
GROUP 1	Lanny Ross Show	1-25	180	174	167	161	155	149	142	135	128	121
	Eddy Arnold Show	26-51	171	165	158	152	146	138	133	126	119	112
	One minute in select 5 minute shows	52 or more	162	156	149	143	137	131	124	117	110	103
GROUP 2	Martha Wright Show	1-25	150	145	140	134	129	124	119	113	107	101
	Jim Lowe's Hideaway			137	132	127	122	115			99	92
											92	

THE RESULT *of all CBS labors to simplify and adjust its rate structures for its owned radio stations is exemplified by these segments taken from the WCBS rate card. Although rates vary among the six owned stations, all the rate cards are set up on a standardized, three-fold format. The principal advantage: rates are quoted in whole-dollar, net-cost-per-unit figures. Separate, complicated discount tables have been eliminated to enable the advertiser to tell quickly what he can buy and for how much.*

providing three separate studies of possible rate structures plus three comparisons, item by item, with current billing. That's 147 different complete studies, each with item-by-item comparisons with current billing. A total of 505 clients, representing 5,099 broadcast units, were studied by the computer, which in all made a total of 74,235 client examinations and 749,553 unit examinations.

The electronic brain not only performed all the chores put to it, but kept track of how much work it was doing, at the same time. For instance: it handled a total of 999,404 dollar figures and 749,553 percentage figures —an aggregate of 1,748,957 digits of information. Adding in the instruction and information figures which the computer needed before it could start figuring, more than 231 million digits were processed by the brain. The total output requires 2,000 cubic feet of file space for storage.

The rate-card committee which developed the recommendations leading to the new rates and forms consisted of E. H. Shomo, assistant general manager of WBBM, chairman; Mr. Dundes; Gordon F. Hayes, general manager of CBS Radio Spot Sales; George Stadtmuller, head of the CBS Radio accounting department; Carl Ward, manager of WCBS until April 1957, and Richard F. Hess, assistant to the vice president in charge of station administration. After preparing its recommendations, the committee worked with the managers of the various stations in putting the cards into final form; the final decision on each card was made by the manager of the station involved, not by the committee.

Some 52,000 copies of the new cards are being printed and will start going out to clients and agencies this week. Mr. Dundes also has prepared presentations, both on cards and in booklet form, which have been sent to the stations and to the various offices of CBS Radio Spot Sales in order to explain the purpose and working of the new cards to clients and agencies at the local level. The cards will be promoted in trade ads, and more than 1,000 statements describing changes will be sent to agencies via salesmen.

SWITCHING TO AUTOMATION

Researchers at CBS are finding more need today than ever before for high-speed electronic tabulators and related equipment in an effort to gain accuracy and speed in the torrent of computations necessary to keep up with the demands of an expanding and competitive industry.

On this page is a cross-section view of the many machines used at network facilities for analyses, billings and payroll accounting—even for the streamlining of rate cards for CBS Radio owned stations (see page 70).

It would take many man-hours to duplicate only one of the computations that the International Business Machines' 704 electronic brain can turn out in the thousands in only a second. As yet, CBS has not yet used the 704 but expects to do so in the future. Current plans are to feed the machine (via tape) with Pulse rating data. The machine then would compute the information in shares; show any significant changes in any preceding month and year; note changes in trends per quarter-hour and indicate which are the most important changes for say the top 15 markets and also the same information for competitive stations. This, in broadcasting, is no mean feat.

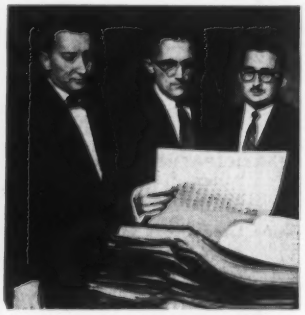
STAFFERS in CBS' accounting department are on the run keeping up with the machines. In the background, with cover open, is the larger unit of the "baby Univac" (Remington Rand's model 120).

AT CBS Radio's 55 E. 52nd St. offices, William G. Stolzenberg, manager, network tabulating department, checks results as printed by IBM's tabulator (model 405). The tabulator is only one of a battery.

AT the operator's console of the huge assembly named IBM 704 data processing machine, Mr. Hess (l), assistant to the vice president, station administration, CBS Radio and Alfred M. Pietrasanta, consultant with IBM, inspect IBM's biggest electronic brain. Use of the machine is on a rental basis (at a cost of $50,000-$100,000 per month). CBS Radio hopes to use the 704 to obtain essential rating data five times faster than can be done by conventional punch-type equipment.

MR. PIETRASANTA (seated), (standing, l to r) Sam Slate, general manager of WCBS New York, and Mr. Hess inspect the control panel of IBM magnetic drum data processing machine.

THIS is the machine used for the second phase in setting up CBS' streamlined rate cards. Checking are Edward G. O'Berst (standing), director of research, CBS Radio Spot Sales and Mr. Pietrasanta.



THIS is a visual sample of what automation can do. L to r: Mr. O'Berst, Mr. Hess and Stan Birnbaum, assistant director of research, CBS Radio Spot Sales, check printings for new CBS Radio rate cards.

THESE MODERN GOLIATHS GIVE THE RAILROADS MORE "GO"... You're looking at more than a million dollars' worth of streamlined power – sleek, tireless, highly efficient locomotives that help the railroads serve you better.

More Railroad Progress like this depends on adequate earnings

Isn't this common sense?

In a few years, the railroads have changed over almost completely to economical Diesel power. And other advances in motive power are already on the way – advances as important to America as to the railroads.

But the money for new locomotives – and all improvements in railroad service – must be supplied by the self-sustaining railroads from their own earnings. And railroads just aren't earning enough money these days to put into operation all the improvements they have developed, as fast as they would like.

Railroads *could* make enough money to do more of these things, for they are – by far – our most efficient system of mass transportation. But their earning power is hamstrung by outdated public policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced – and the nation loses some of the benefits of railroad progress.

In your interest – in the interest of *every* American family – railroads should be permitted *equal* opportunity to earn an adequate return on their investment. *Isn't this common sense?*

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D. C

YOUR BASIC TRANSPORTATION

85% of Hawaii . . .

is Hawaiian, Japanese, and Chinese.

Only 15% Caucasian!

Hence Pulse multi-lingual interviewers visiting homes are a "must" for accurate reporting. Indeed no other method can possibly work!

FCC Asked to Okay WNAX, KVTV (TV) Sales

The FCC was asked last week to approve the $3 million sale of WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, by Cowles Broadcasting Co. to Peoples Broadcasting Corp. [CLOSED CIRCUIT, Oct. 7].

Acquisition will give Peoples, a subsidiary of Nationwide Mutual Insurance Co., its first operating tv station (it once held a uhf grant for Trenton, N. J.), and its fifth radio station. It already owns WRFD Worthington Ohio; WGAR-AM-FM Cleveland, Ohio; WMMN Fairmont, W. Va., and WTTM Trenton, N. J., and at one time owned WOL-AM-FM Washington, D. C.

WNAX, founded in 1923 by Cowles, operates on 570 kc with 5 kw, covers the northern great plains area. It is affiliated with CBS. KVTV, a ch. 9 station with CBS and ABC affiliation, was put on the air by Cowles in 1953.

In the application, Cowles said it wanted to use the funds from this sale "for other purposes." Cowles owns KRNT and 60% of KRNT-TV Des Moines, Iowa, and 100% of WHTN-AM-FM-TV Huntington, W. Va.

Terms of the sales agreement showed that Peoples will pay the $3 million sales price with $500,000 from company funds and $2.5 million from bank loans. Peoples' balance sheet as of July 31 this year showed total assets of $2,686,712, of which $963,298 were current assets. Current liabilities were $155,184, fixed liabilities $1.8 million and a deficit shown of $292,653. Peoples' net income after federal taxes for 1955 was $106,000; for 1956 was $143,000.

Cowles' balance sheet as of Oct. 5, 1957 showed total assets of $2,904,823, of which $599,739 were current assets. Total current liabilities were $450,823, capital stock was $1.8 million; paid in surplus, $351,863, operating surplus $194,852, with total net worth of $2,345,000. WNAX was given a net depreciated value of $530,000 and KVTV $985,000.

No change in personnel at either station is contemplated, according to Herbert E. Evans, Peoples vice president-general manager.

WJR Detroit Establishes Recording, Production Unit

WJR Detroit announces that it has established a new recording and production division which will write, produce and provide original arrangements for musical announcements as well as situation dialogue announcements and straight readers. The new division will be headed by Jimmy Clark, WJR music director, who also is an arranger and producer.

The station's recording and production division facilities are available to all advertisers and their agencies. WJR facilities include acetate, tape recordings, an echo chamber, sound effects, a piano and a Hammond organ. The station will provide the talent necessary for commercials, including an orchestra, singers, actors and announcers.

HERBERT E. EVANS *(l), vice president-general manager, Peoples Broadcasting Corp., shakes hands with Luther L. Hill, president of Cowles Broadcasting Co., at signing of the contract for the $3 million purchase by Peoples of Cowles' WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa.*

Kinescope Planned by WSFA-TV Following Sabotage of Program

WSFA-TV Montgomery, Ala., undaunted by power sabotage which prevented its telecasting the NBC-TV interview of the Rev. Martin Luther King Jr. on Martin Agronsky's *Look Here*, Sunday, Oct. 27, re-scheduled the show, by kinescope, for yesterday afternoon (Sunday).

Spokesmen of opposite views from those of the integration leader were presented in an "equal time" panel session immediately after the Agronsky show.

Although it was unable to carry the Oct. 27 show locally, WSFA-TV successfully originated the network pickup from Rev. King's church.

The power failure at WSFA-TV's transmitter, called "an act of sabotage" by the Alabama Power Co., resulted from a chain thrown over the WSFA-TV power line causing a short circuit minutes before the 2:30 p.m. telecast. The station was off the air from 2:19 to 3:30, when an emergency crew restored power.

After newspapers announced that WSFA-TV would handle the pickup for NBC-TV, segregationists appealed to the station not to carry the show, and threatening telephone calls began coming in.

State Sen. Sam Engelhardt, head of the Assn. of Alabama Citizens Councils, organization of southern whites, asked WSFA-TV to prevent the network origination because of possible ensuing strife. He subsequently asked NBC for equal time to reply to Rev. King.

Rev. King first came to national prominence as leader of a bus boycott in Montgomery before the U. S. Supreme Court declared bus segregation unconstitutional.

Going ahead with plans to broadcast the kinescope, Gene Dodson, manager of WSFA-TV and vice president of the WKY Television System Inc., said it is the station's "duty to inform people what is going on in the community."

Local and national authorities, along with the power company, are investigating the Oct. 27 incident.

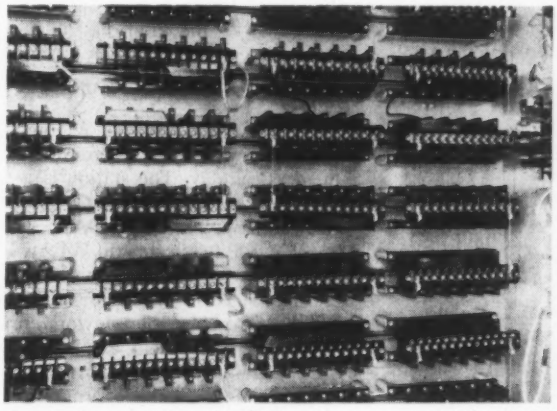
FCC WIDENS REMOTE CONTROL RULES

G.E. designs new 50 kw AM transmitter to let you make the most of the new FCC ruling

"Should I rework my present transmitter or replace it when I go to remote controlled operation?"

Consider this fact: No modernization program can be expected to give you performance equal to that of General Electric's new 50 kw am transmitter, Type BT-50-A. It incorporates new components and new concepts that anticipated broadcasters' needs.

Remote control is an example. This transmitter includes remote control metering resistors in all important circuits; it provides for remote control of start-up, monitoring, shut-down, crystal-switching and power output control. The plate modulated Class C amplifier stage operates into directional antennas without strain. It was designed for reliability—to require a minimum of maintenance. With remote control, this factor is more important than ever.

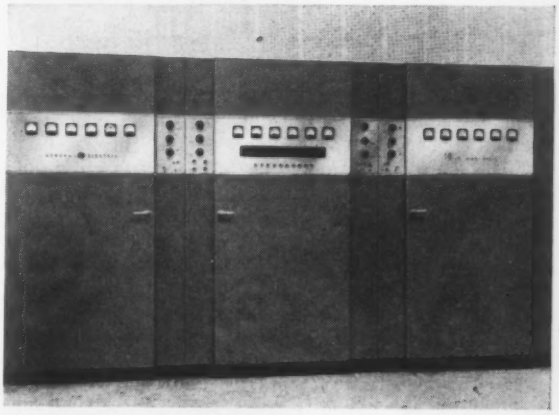


Germanium rectifiers (replacing mercury vapor tubes) and other modern components give high reliability.

Advantages over rewired rigs

The design of the new Type BT-50-A has several major advantages over any previously available transmitters:

1. Uses germanium rectifiers for DC power supply to give you—longer life—no voltage surges caused by arc starvation—no warmup—no filament failure.
2. Uses conventional RF circuits that are familiar, simple and proved in performance.
3. Uses new, modern components chosen for reliability.
4. Provides automatic surge protection and provision for power reapplication.
5. Roomy, uncluttered cubicles, with all components accessible.



XEAC, Tiajuana, Baja California went on air with BT-50-A September 23, 1957.

6. Uses only three Class C amplifier stages that produce 53 kw output at the terminals.
7. Gives you year-round operating economy because: small tube list — only six types totaling 16 tubes — holds down tube inventories. Low power consumption —108 kw at 0.91 power factor for average (30%) modulation.
8. Uses final amplifier tubes that weigh only 20 pounds, need no dollies or hoists to change.

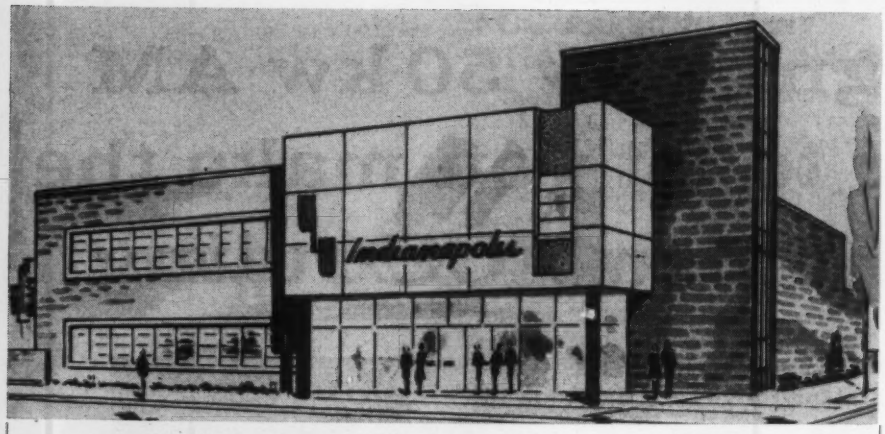
Complete information available

Before you make your decision to rework or replace, contact your nearest General Electric Broadcast Equipment District Manager. He can give you full information on General Electric's complete remote control package for 50 kw AM stations.

If you want written technical information on this revolutionary new transmitter, write Broadcast Equipment, Section 1-N47, General Electric Company, Electronics Park, Syracuse, New York. In Canada, write General Electric Company, Ltd., Toronto. Outside USA and Canada, write International General Electric Company, Inc. Electronics Division, 150 East 42nd Street, New York, New York, USA.

Progress Is Our Most Important Product

GENERAL ELECTRIC



AFTER seven weeks at the gate, WLWI (TV) Indianapolis finally got the starting gun. The station received a go-ahead wire from the FCC shortly after noon last Thursday, and at 4:50 p.m. the Crosley Broadcasting outlet went on the air with a brief dedicatory ceremony. At 5 o'clock the station picked up regular ABC-TV programming and the race was on.

WLWI, broadcasting on ch. 13 with 316 kw visual, 158 kw aural, is using temporary studios. Ground was broken for a new $500,600,000 facility Sept. 6; the new building (see above) will be completed next spring, with two main studios completely equipped for color.

Crosley had been sitting out an FCC deadlock over approval of equipment since Sept. 15, its planned starting date —and has had a full staff of 71 since that date. The ch. 13 facility has been producing its full program schedule daily, but on a closed circuit basis, using the time as a training period to acquaint sales personnel with program material.

According to John B. Babcock, assistant general manager, business that was on the books as of Sept. 15 will be given bonus dollar value of facilities as they would have been billed. Availabilities are being scheduled within the next few weeks, Mr. Babcock said.

WLOI Will Appeal Citation Against Station Newscaster

WLOI La Porte, Ind., will appeal to the Indiana Supreme Court a contempt citation against its newscaster, Jean LaGrange, who was fined and sentenced to jail for implying "collusion" in a murder trial.

Circuit Court Judge Harry Long last Monday overruled WLOI's motion asking both for reconsideration of the citation and for a new trial involving defendant Robert L. Johnston. His original judgment of a $250 fine and 45 days imprisonment still stands, with the station posting $1,000 bond for Mr. LaGrange's release. Mr. LaGrange charged freedom of the press is involved and that "newsmen should be allowed to interpret the news for their readers and listeners."

The newscaster was cited after introduction in the murder case of a transcript from Mr. LaGrange's news program. In it he interviewed the defendant, who claimed he was offered a suspended sentence if he pleaded guilty to manslaughter instead of first-degree murder. The newscaster suggested "unethical" practices involving the defense attorneys, prosecutor and trial judge [STATIONS, Oct. 28]. Judge Long then declared a mistrial.

The case reportedly received high interest at the recent Indiana Broadcasters Assn. meeting in French Lick, Ind. (see page 92), but was held off the agenda at the request of WLOI representatives. It's understood the IBA board meeting will discuss the case at a Nov. 12 meeting.

Sonderling & Associates Buy WDIA Memphis for $1 Million

A Negro-programmed station in Memphis, Tenn., has been sold for $1 million. WDIA—50 kw daytime, 1 kw night on 1070 kc—which specializes in serving Memphis' mid-south Negro population has been sold by John R. Pepper and E. R. Ferguson to Egmont Sonderling and associates. Mr. Sonderling and his group—Richard Goodman, Chicago real estate holdings, and Mason A. Loundy, Chicago banker —own WOPA Oak Park, Ill. (Chicago area), and KXEL Waterloo, Iowa. Ownership is held 55% by Mr. Goodman, 25% by Mr. Sonderling and 20% by Mr. Loundy. Terms of the WDIA purchase agreement call for $290,000 in cash and the remainder paid off over a number of years. Mr. Ferguson will remain as general manager of the station under a long-term contract, it was announced. No change in the station's programming is contemplated, Mr. Sonderling said.

WGN-TV Using Limited Color

Plans for programming color on a "modest" scale—approximately three hours weekly at the outset—were announced last week by WGN-TV Chicago, to start Nov. 1. The limited schedule is being inaugurated, according to Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV), "in view of the technical improvements in color transmission that have been made during recent months."

Carl J. Meyers, WGN-AM-TV engineering director, said the equipment included one studio live camera chain and three-tube vidicon color film chain for complete color projection, adequate for handling film, slides and opaques.

WBRD Broadcasting on 1420 Kc

WBRD Bradenton, Fla., last week completed its first week of broadcasting on 1420 kc, 1 kw, daytime. Serving the Bradenton-Sarasota area, WBRD operates from a new building three miles southeast of Bradenton on Nashville Road. Robert R. Nelson, president and majority stockholder of the licensee, Sunshine State Broadcasting Co., is former executive vice president-general manager of WARD-AM-TV Johnstown, Pa.

WBOY-TV to Go on Air Nov. 10

WBOY-TV Clarksburg, W. Va., reports it will begin formal programming at 11 a.m. next Sunday. The station is a member of the Friendly Group (WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WPIT Pittsburgh, and WPAR Parkersburg, W. Va.) which is headed by Jack Berkman, WBOY-TV president. It will carry both NBC and ABC network programs. WBOY-TV plans special emphasis on central West Virginia news and sports.

A special dedicatory program will be held Nov. 17. WBOY-TV is represented nationally by Avery-Knodel Inc.

KDKA-TV FORECASTS FORD FUTURE

When Ford automobile dealers in the Tri-State area (Pennsylvania, West Virginia and Ohio) unveil the 1958 model this Friday, KDKA-TV Pittsburgh will carry a special 30-minute tv variety program originating from the Horizon Room at the Greater Pittsburgh Airport. KDKA-TV and the J. Walter Thompson Co., agency for Ford, are jointly trying out this experiment, which if successful, reportedly could result in Ford dealers all over the country being asked to supplement the national campaign by presenting similar programs for their own markets.

KDKA-TV reports that it plans to use four cameras and 2,600 feet of cable to cover the floor show inside the building and the commercial outside and will relay the telecast to two other stations, WTRF-TV Wheeling, W. Va., and WJAC-TV Johnstown, Pa.

The show will feature singers Frank Parker and Betty Madigan, 17 new cars and a parade of beautiful models.

Arnold Chase of J. Walter Thompson will produce the special program for the Ford dealers and KDKA-TV's Joe Samul will direct it.

THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

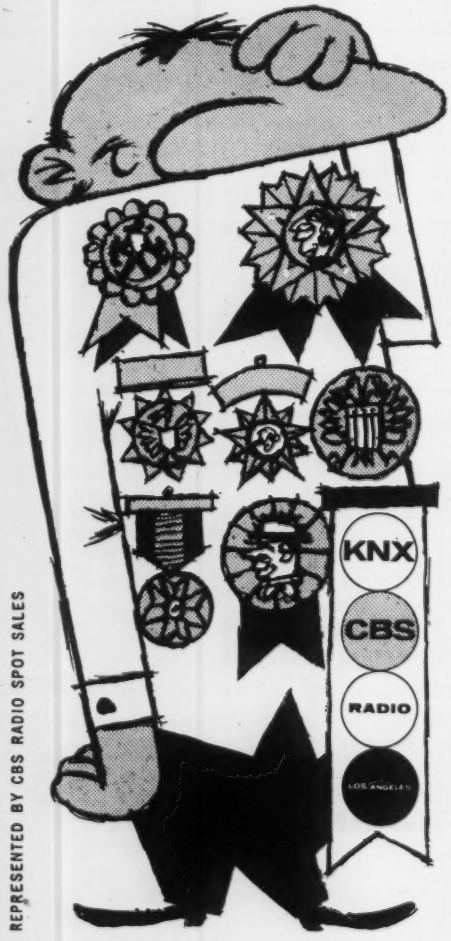
MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

Nothing succeeds like . . .

An advertiser puts his money where he gets results—obviously! Well, 15 of the most famous, successful and respected advertisers in So. Calif. and the nation have advertised on KNX for 3 to 8 years—continuously, consistently. The proof is in the putting. Knowledgeable advertisers, as always, are putting their chips on Southern California's #1 radio station, the CBS 50,000 watt

KNX · LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

WHEN Queen Elizabeth and Prince Philip visited Williamsburg and Jamestown, both Virginia (see above), WSAC Radcliff, Ky., was the only radio station assigned to their motorcade, that station reports. As a result, the station's mobile radio was able to move with the procession at all times and it reports that it gave on-the-spot coverage for a total of four hours and fifteen minutes.

WSAC had to receive authorization from the FCC to operate its short-wave equipment in the Williamsburg area because the short-wave base receiver had to be located at a point not to exceed a 25-mile radius in which the mobile transmitter would be operating. The broadcast covered a 35-mile radius. The transmitter was located in a church tower (Williamsburg's tallest structure) and short-wave broadcasts were received at this point and relayed to Fort Knox for simultaneous rebroadcast.

A tape of WSAC's broadcasts is being prepared and will be sent to the Queen as a memento of her trip to Virginia.

WSAC's coverage of Her Majesty's visit to Virginia included, among other things, her arrival at the Williamsburg airport where she was welcomed by various dignitaries and her departure from there to Jamestown; arrival at Jamestown Island where the Queen and Prince Philip attended private services in the Old Church; her tour of Jamestown Festival Park and the College of William and Mary, and her visit to the Governor's Palace and the reception that followed.

DATELINES

Newsworthy News Coverage by Radio and Tv

LOS ANGELES—KFWB put its newly-formed volunteer newsgathering organization [STATIONS, Oct. 14] into service Thursday morning to score a claimed beat in covering the crash landing of a United Airlines plane at Los Angeles' International Airport.

The plane, its right landing gear jammed, circled the airport for two hours until dwindling gas supplies forced a crash landing. KFWB dispatched seven of its mobile units to the scene immediately upon getting the first tip at 8:05. From then until 9:20 the units fed bulletins into the KFWB programming, and from 9:20 until the successful belly landing at 9:50 gave continual coverage of the flight and preparations to avert tragedy.

The news coverage was handled by newsmen Mike Henry and Bill Angel and d.j.'s Larry Finley and Al Jarvis, as well as the volunteer newsmen. KFWB's tieup with the Business & Professional Telephone Exchanges in Southern California put 135 stringers in 98 vehicles on call for news assignments.

CLEVELAND—WERE Cleveland, Ohio, reports that it is the first station to broadcast the sound of the U. S. Vanguard satellite in flight. The station contacted the Defense Dept. and obtained a tape of the satellite flight test which was made at the White Sand Proving Grounds in New Mexico. The Vanguard's minitrack transmitter broadcasts at a frequency of 108 mc and will enable scientists to "follow the launching, direction of launch and the movements of second and third stage rockets of the Vanguard firing."

WJIM-TV Opens Flint Studios

WJIM-TV Lansing, Mich., has opened its new Flint studios. A minimum of 30 local live shows each week, which will originate from Flint, are planned by the station. A 45-minute local spectacular was held by the station Oct. 27 to celebrate the opening of the new studios and was timed with the General Motors 50th anniversary.

How high is your standard of living?

(Take this easy test and see)

One good measure of your standard of living is the number of ways you put electricity to work. The more jobs you do with it, the more likely you are to live comfortably and conveniently.

Just for fun, why not test *your* standard of electrical living? Place a check mark after the electric conveniences at your command in your home. Then total the check marks to learn your score. You'll probably find that the dependable, low-cost electricity you get from your electric company is doing more things for you than you ever imagined.

How many ways do you put electricity to work?

DINING-KITCHEN JOBS

- REFRIGERATOR ____
- RANGE ____
- FREEZER ____
- DISHWASHER ____
- DISPOSAL UNIT ____
- EXHAUST FAN ____
- TOASTER ____
- COFFEE MAKER ____
- FOOD MIXER ____
- PORTABLE MIXER ____
- BLENDER ____
- ROTISSERIE ____
- AUTOMATIC SKILLET ____
- DEEP FRYER ____
- AUTOMATIC SAUCE PAN ____
- EGG COOKER ____
- WAFFLE MAKER ____
- GRILL ____
- ICE CREAM FREEZER ____
- JUICER ____
- BOTTLE WARMER ____
- KNIFE SHARPENER ____

ENTERTAINMENT and BETTER LIVING

- TELEVISION ____
- RADIO ____
- CLOCK-RADIO ____
- PHONOGRAPH ____
- TAPE RECORDER ____
- PROJECTOR ____
- ELECTRIC TOYS ____
- ELECTRIC HOBBY EQUIPMENT ____
- WALL AND CEILING LAMPS ____
- FLOOR LAMPS ____
- TABLE LAMPS ____
- ELECTRIC CLOCKS ____
- ELECTRIC BED COVERINGS ____
- SHAVER ____
- HAIR DRYER ____
- HEATING PAD ____
- HEAT LAMP ____
- SUN LAMP ____
- VIBRATOR ____
- VAPORIZER ____
- OZONE LAMP ____
- NIGHT LIGHT ____

SERVICE JOBS

- CLOTHES WASHER ____
- CLOTHES DRYER ____
- SEWING MACHINE ____
- IRONER ____
- HAND IRON ____
- WATER HEATER ____
- VACUUM CLEANER ____
- WAXER-POLISHER ____
- POWER TOOLS ____
- GARAGE DOOR OPENER ____
- ELECTRIC LAWN MOWER ____
- AIR CONDITIONERS ____
- ATTIC FAN ____
- OTHER FANS ____
- SPACE HEATERS ____
- FURNACE MOTOR ____
- OTHER ____

SCORES: If you checked 45 items or more, your standard of electrical living is EXCELLENT

30 to 44—VERY GOOD

15 to 29—GOOD

Less than 15—YOU'RE MISSING A LOT

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine.

CAPTIVE AUDIENCE

When the Japanese gardener of Harry Butcher, owner of KIST Santa Barbara, Calif., was jailed for drunkenness, his services were not entirely lost.

He became a radio researcher.

Last week Mr. Butcher got a letter from his employe describing life in the Santa Barbara jail. "Daytime is more quiet than night time," the gardener wrote. "All day long little radio working and make us happy. It's play on the radio KIST. I asked people, Why you play mostly KIST station? Answer is, Sound is very clear."

WKST-TV Resumes Operations

WKST-TV New Castle, Pa., which was suspended Jan. 14, 1955, went back on the air last Wednesday on ch. 45 with 200 kw power. WKST-TV studios are located in New Castle and Youngstown, Ohio. The station reported that it will carry ABC shows.

Station personnel includes Harry Reith, vice president; Robert Emch, operations director; Ernest Rety, chief engineer; Jack Schuett and Jim Johnson, production; Norman Wagey, news director; Eddie Lane, sports; Douglas Dougherty, film editor; Evelyn Baker, traffic; Gail Sleemans, continuity, and Mike Jaffee and Bob Rowe, salesmen.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *Subject to FCC approval*

WNAX YANKTON, S. D., *and* KVTV (TV) SIOUX CITY, IOWA• Sold by Cowles Broadcasting Co. to Peoples Broadcasting Corp. for $3 million [CLOSED CIRCUIT, Oct. 7]. Acquisition will give Peoples (Nationwide Mutual Insurance Co.) its first operating tv station, fifth radio station; it already owns WRFD Worthington, Ohio; WGAR-AM-FM Cleveland, Ohio; WMMN Fairmont, W. Va., and WTTM Trenton, N. J. WNAX is 5 kw on 570 kc, CBS affiliated; KVTV is ch. 9 with CBS and ABC affiliations.

WDIA MEMPHIS, TENN.• Sold by John R. Pepper and E. R. Ferguson to Egmont Sonderling and associates for $1 million. Mr. Sonderling is associated with Richard Goodman, Chicago real estate, 55%, and Mason A. Loundy, banker, 20%. Buying group also owns WOPA Oak Park, Ill. (Chicago), and KXEL Waterloo, Iowa. Mr. Ferguson will be retained as general manager. WDIA is 50 kw day, 5 kw night on 1070 kc and specializes in Negro-programming.

WMFD-TV WILMINGTON, N. C.• Controlling (60%) interest sold by Richard Austin Dunlea and wife to group comprising WNCT (TV) Greenville, N. C., and J. M. Jackson, cola bottler for $150,000. Upon FCC approval, WMFD-TV would be owned 49% by WNCT, 11% by Mr. Jackson and 40% by Dan D. Cameron, present 40% stockholder. WNCT is one of three applicants for ch. 3 Wilmington, and will drop this application. WMFD-TV is ch. 6, affiliated with NBC, ABC and CBS.

WIKB IRON RIVER, MICH.• Sold by Henry Frailing to Edwin Phelps and son Edwin Jr. of Wilmette, Ill., for $53,000. The Phelpses still own more than half of WTAY Robinson, Ill. WIKB is on 1230 kc with 250 w. Broker: Allen Kander & Co., Washington.

KORC MINERAL WELLS, TEX.• Sold by multiple station owner J. Elroy McCaw to Action Broadcasting Corp., Waco, Tex., for $45,000. KORC is on 1140 kc with 250 w. Broker: Allen Kander & Co., Washington.

APPROVED BY FCC

WREX-TV ROCKFORD, ILL.• Sold to Bob Hope, Albert Zugsmith, Martin Gang, James Saphier, Arthur Hogan and Ashley Robison by Bruce R. Gran and WROK-*Rockford Star* and *Register-Tribune*, for $2.85 million. Messrs. Hope, Gang and Saphier are majority owners of KOA-AM-FM-TV Denver; Mr. Hogan has interests in KULA-AM-TV Honolulu, KVSM San Mateo, Calif., and owns KFOX-AM-FM Long Beach, Calif. Mr. Zugsmith has interests in KULA stations, KRKD-AM-FM Los Angeles, KITO San Bernardino, Calif., and in KVSM. WREX-TV operates on ch. 13, with CBS and ABC affiliations. It began operating in September 1953. Comr. Bartley voted to send a McFarland letter indicating the necessity of a hearing.

WROM-TV CHATTANOOGA, TENN.• Sold to Martin Theatres of Georgia Inc. by Dean Covington, as executor of Leon Covington estate, and associates for $722,500. Martin Theatres owns WTVM (TV) Columbus, Ga. WROM-TV operates on ch. 9 and began commercial operation in June 1953.

WIIC (TV) PITTSBURGH, PA. • Fifty per cent interest sold to H. Kenneth and Margaret M. Brennen and Mary Thelma Bregenser by *Pittsburgh Post-Gazette* (Block newspapers interest also owning WWSW-AM-FM Pittsburgh and *Toledo* [Ohio] *Blade*) for $500,000. This is result of merger in Pittsburgh ch. 11 hearing. WIIC is affiliated with NBC and began operating last month.

WATV (TV) Airs Political Telethon

WATV (TV) Newark last week claimed the distinction of carrying the longest commercially-sponsored telecast ever presented in the greater New York area—a 24-hour telethon for the election of State Sen. Malcom S. Forbes, Republican candidate for governor of New Jersey. A station spokesman said the Forbes-for-Governor Clubs of New Jersey spent $25,000 for time and facilities costs for the telethon, which began at 10 p.m. Wednesday and ended at 10 p.m. Thursday. He added that a 12-hour telethon for Gov. Robert B. Meyner, is scheduled to be carried on the station today (Monday), sponsored by the state Democratic Clubs.

Spot Participation
e-x-p-a-n-d-s
with the big
"S" SECTION
of the
SESAC
Transcribed Library

• Rumbas, sambas, tangos, native dance tunes, paso dobles, boleros and beguines.
• Detailed program notes.
• Easy-to-sell scripts.
• All at its best at low monthly fees.

Write, right now . . .

SESAC INC.
The Coliseum Tower
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New York 19, N. Y.

YOUR BEST PRODUCT IS

YOU

. . . sell yourself through information and education

The Radio and Television Executive Society

PRESENTS THE 1957-58

Time Buying and Selling Seminar

November 12, 1957-March 11, 1958

SIXTEEN LUNCHEON SESSIONS . . . LIVELY AND PROVOCATIVE

Hotel Shelton

Lexington and 49th St.

First Session: November 12th

Tuesday—12:15 p.m.

Registrants—$3.00

Non-Registrants—$4.00

Registration—$10

Send with your check NOW to:

Time Buying and Selling Seminar
Radio and Television Executives Society
Hotel Biltmore, Madison and 43rd St.
New York 17, New York

NAME .....

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.....

un·a·vail·a·bil·i·ties

Very important...

Unavailabilities are something a station has to sell that isn't for sale.

Sometimes they're pointless bragging. You know the kind...

"Continually sold out since 1948. Sorry... ho... ho... ho..."

Who cares?

You.

Unavailabilities tell you about a station's programming, your potential rating, the calibre of the station itself—like KTTV's News and News Feature programming.

Award-winning superb local remote coverage, fast-breaking film to supplement the national and international news... with the news features to round out the news in depth.

Personalities...

Putnam... Coates... Joy... Welsh. Four shows you can't buy.

It's top-quality programming like this that gives your sales message a running start... that builds the audience, the atmosphere and first class availabilities.

Oh yes, your KTTV sales rep has availabilities, too.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

OWNERSHIP papers were signed Thursday at NBC offices in New York formally transferring WJAS-AM-FM Pittsburgh to NBC. At the signing were (seated, l to r) Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales; Margaret Brennen, treasurer and assistant secretary of Pittsburgh Radio Supply House Inc., previous owner of the stations; (standing, l to r), Paul Lynch, NBC senior attorney and Harry Stehman, vice president and secretary of the former licensee.

WJAS, established in 1921, operates on 1,320 kc with 5 kw, while WJAS-FM operates in 99.7 mc with 24 kw. The stations were sold to NBC for $725,000.

WINR-TV Goes on Air Friday

Gannett-owned ch. 40 WINR-TV Binghamton, N. Y., took to the air last Friday and reception out to 70 miles was recorded, Dale Taylor, manager of the *Binghamton Press* station, reported. The uhf outlet—second station in the tri-city area (Binghamton-Endicott-Johnson City)—is a primary NBC affiliate and also carries some ABC programs. It is operating with over 1 million watts.

The station will operate a regular 18-hour day, from 7 a.m. to 1 a.m., broadcasting network, film and slide programs. Its live camera equipment is due Nov. 18. About 40,000 sets in the area have been converted for uhf, Mr. Taylor said. In about two weeks WINR-AM-TV will move into its new $1 million studio building.

Gannett Co. took over ownership of the WINR stations last January, paying $165,000 for them. WINR-TV competes with ch. 12 WNBF-TV Binghamton.

Erie Outlets Now WICU-AM-TV

Call letters of the Edward Lamb stations in Erie, Pa., were switched Oct. 25. Instead of WIKK for radio and WICU (TV) for tv, the new calls are WICU and WICU-TV, according to Ben McLaughlin, general manager. WICU is 5 kw on 1330 kc, and an NBC affiliate; WICU-TV is ch. 12 with NBC and ABC affiliations.

Mutual Negotiating For Don Lee Purchase

Negotiations for the acquisition of the Don Lee Broadcasting System, Pacific Coast regional network with 58 affiliates, got under way Thursday in Los Angeles. Paul Roberts, MBS president, is personnally handling these negotiations as he handled those several months ago, leading to the purchase of MBS for $550,000 by a group of western businessmen [NETWORKS, July 29]. Norman Boggs, Don Lee vice president and general manager, heads the regional network's negotiators.

As in the case of MBS, negotiations with Don Lee are for the acquisition of the network only and not of its owned stations, KHJ-AM-TV Los Angeles and KFRC San Francisco, Mr. Roberts said Thursday afternoon. After the top level talks recessed, facts and figures of the Don Lee operation were being assembled for further discussions.

The purpose of the deal is to get better clearance of Don Lee stations for MBS programs, Mr. Roberts said. Asked about financial arrangements, he said MBS has made no offer and that terms suggested by Don Lee are completely unrealistic, but he emphasized this is only the start of negotiations and the fact the two parties are so far apart is nothing to worry about.

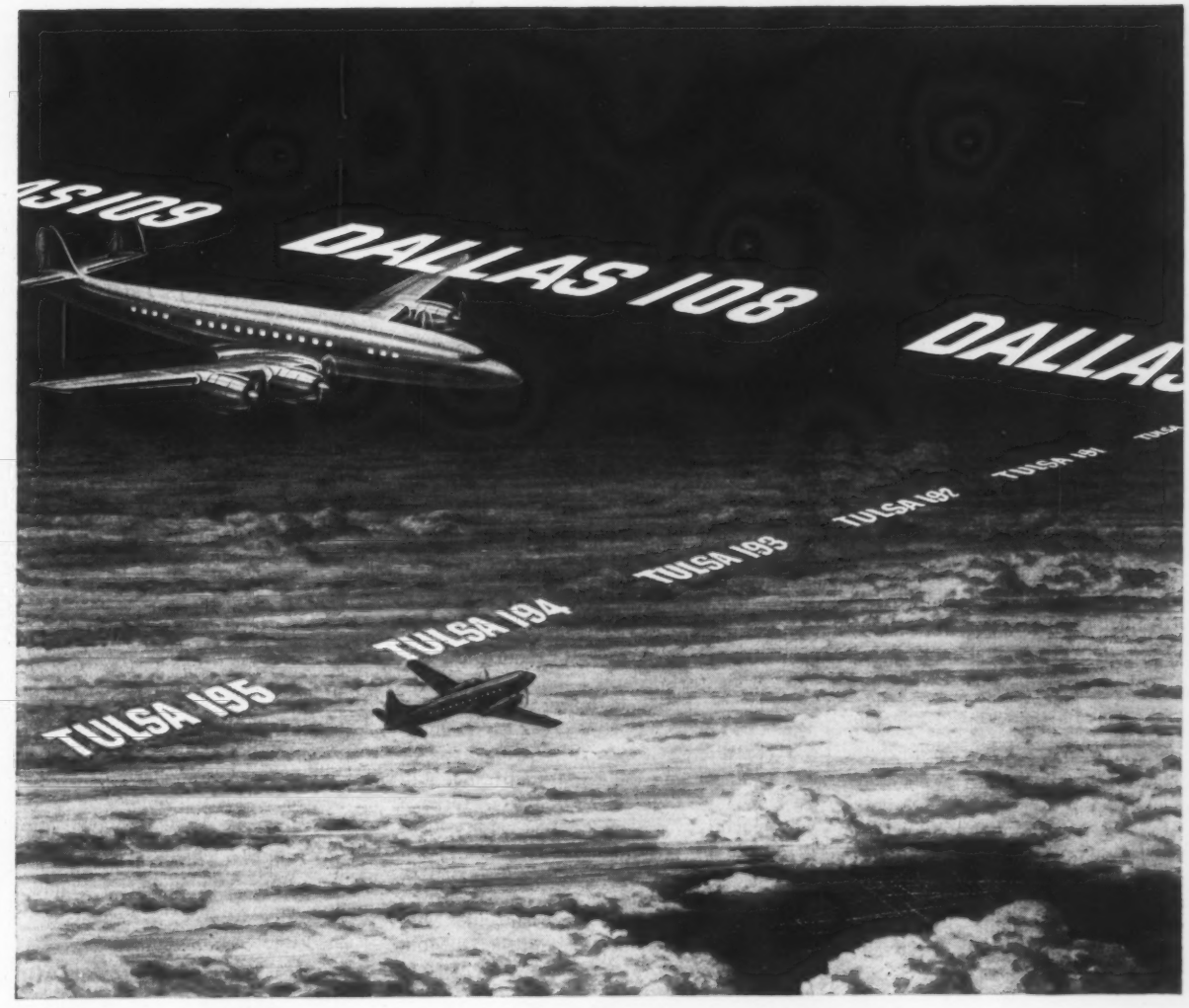
Crosby Reported Undecided About CBS-TV Christmas Show

Bing Crosby last week reportedly hadn't decided whether or not he will star in the pre-Christmas musical variety program, *Bing Crosby's Christmas Card* which has been planned for sponsorship on CBS-TV Dec. 11 by Shulton Inc. and U. S. Time Corp. [AT DEADLINE, Oct. 28].

The Dec. 11 special granted a sought-after relief to Armstrong Cork Co., sponsor of the regularly-scheduled *Armstrong Circle Theatre* in the Wednesday, 10-11 p.m. slot. It also provided time to both Shulton and Timex for a special Christmas program to spur last minute gift sales.

Shulton executives late Thursday maintained that Everett Crosby, who manages his brother's business affairs, has promised to "deliver Bing," but the crooner remained incommunicado in Spokane, Wash., where he is honeymooning with his wife, actress Kathy Grant. A CBS-TV official Thursday evening said that "at this point, we just don't know where we stand." He felt that to deprive Shulton of its pre-Christmas sing with Bing would be a "catastrophe" for the toiletries firm and he indicated CBS-TV was concerned about possibly alienating Timex, which it had just won over as an advertiser from rival NBC-TV. U. S. Time Corp. the week before had canceled comedian Bob Hope's specially-filmed comedy shows on that network after Mr. Hope appeared on a Frank Sinatra ABC-TV show which included a cross-plug for alternate sponsor Bulova Watch Co. [ADVERTISERS & AGENCIES, Oct. 28].

Reasons for Mr. Crosby's indecisiveness were reported as vague as the program status itself. Among them: that he was either (A) unhappy about the format of the show



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as outlined to him by independent program packager George Ellis who had sold the show to Shulton and that Mr. Crosby demanded some changes or (B) disturbed by the fact that he would be co-sponsored by an advertiser (Timex) which had just canceled out his good friend Bob Hope.

Meanwhile, in some other developments:

• Timex refused to reconsider its earlier decision to drop comedian Hope's next five shows, three of which would have been co-sponsored in 1958 by Johnson Motors Div., Outboard Marine & Mfg. Co.

• McCann-Erickson, agency for Liggett & Myers Tobacco Co., and Young & Rubicam, agency for Borden Co., both planned to reinstate their respective programs, *Dragnet* (8:30-9 p.m.) and *The People's Choice* (9-9:30 p.m.) on NBC-TV this Thursday. Both Nov. 7 programs had originally been pre-empted to make way for the special one-hour Timex-sponsored Bob Hope show.

• NBC-TV was beginning to sound out advertisers and agencies to find both sponsors and new time slots for the filmed Bob Hope programs which it reportedly must play off if the network is to recoup its investment.

Networks Assure Rep. Harris They'll Let Foster Songs Be

Rep. Oren Harris (D-Ark.), chairman of the House Interstate Foreign Commerce Committee, last week announced he has received assurances from CBS and NBC, former censors of such Stephen Foster ballads as "Way Down Upon the Suwanee River" and "My Old Kentucky Home" (state songs of Florida and Kentucky, respectively), that they will discontinue making changes in some of Foster's words.

Rep. Harris stated: "I am gratified that the two networks have voluntarily modified their policies with respect to official state songs (and in the case of CBS also with respect to songs and lyrics which 'are part of our folkways')."

ABC and MBS had informed Congressman Harris that they did not have any policy as to on-air censorship of lyrics. The whole problem of song censorship arose last summer when the long-standing practices of CBS and NBC in regard to the changing of certain allegedly offensive words in Foster and other songs—among the words said to have been changed: "darkies" and "mammy" —first received Congressional attention [GOVERNMENT, July 29].

Baer to Head MBS News; Headquarters Shifted to N. Y.

Transfer of Mutual's news headquarters from Washington to New York and the appointment of Norman Baer as director of news and special events were announced last week by Paul Roberts, MBS president [CLOSED CIRCUIT, Oct. 28].

MR. BAER

Mr. Roberts explained that the switch of the news headquarters back to New York was prompted by "increased use of special circuits for overseas pickups from Mutual's far-flung correspondents corps." The network had moved its headquarters to Washington last spring but Mr. Roberts said that "ever-increasing overseas news activity" placed "too much strain on our New York-to-Washington circuits."

Mr. Baer, who joined Mutual last month as a producer, succeeds Robert F. Hurleigh who recently was named MBS vice president in charge of Washington operations [NETWORKS, Oct. 28]. Mr. Baer earlier had been radio-tv director of Lewin, Williams & Saylor, New York, and in news capacities with International News Service and the DuMont Television Network. He also was a partner in Gross-Baer Productions, New York, producer of radio-tv news, sports and public affairs programs.

Another Million for NBC Radio

New business amounting to more than $1 million net was placed on NBC Radio by 11 advertisers, it was announced Oct. 25 by the network. Sponsors include Reader's Digest Assn., through J. Walter Thompson Co., New York, for one-quarter purchase of *News-on-the-Hour* broadcasts; Carling Brewing Co., through Benton & Bowles, New York, for 18 five-minute *Monitor* segments per month for one year; Renuzit Home Products Co., through Arndt, Preston, Chapin, Lamb & Keene, for seven one-minute participations in *NBC Bandstand* for eight weeks; Standard Brands (Chase & Sanborn Instant Coffee), through Compton Adv., for nine one-minute and ten 30-second participations in four daytime programs per week for five weeks; Seven-Up Co., through J. Walter Thompson, nine one-minute participations in three daytime programs, and Best Foods Inc., through Dancer-Fitzgerald-Sample, eight six-second participation in daytime programs from Nov. 22-26.

LOOK MA, I'M TEN!

Television will become introspective for 1½ hours on Sunday, Nov. 10, when NBC-TV on its *Wide Wide World* program presents "The Fabulous Infant"—the story of network tv.

According to NBC-TV, this marks the first time all three networks—NBC-TV, CBS-TV and ABC-TV—will cooperate in such a venture, providing historic program excerpts "of great moments of tv's first 10 years." Some 40 stars from all three networks will be seen on the program's flashbacks. The program also will travel to various stations across the country to show how local tv stations help develop new talent and new program ideas.

AFL-CIO News Shows on ABN May Continue, Says Zack

The AFL-CIO's two nightly news shows on ABN may get a reprieve from the sentence delivered earlier this fall by the union organization's executive council, according to Albert Zack, assistant director of public relations of the AFL-CIO.

The council had voted to discontinue the Edward Morgan and John Vandercook programs at the end of the year, but at a news conference Oct. 25, President George Meany of the AFL-CIO said numerous councilmen and union members had objected.

Mr. Morgan is heard Monday-Friday, 7-7:15 p.m. EST, and Mr. Vandercook week-nights, 10-10:15. In December the Vandercook show will have been on the air five years and the Morgan show three.

The door may be reopened for continuation of the ABN programs when the AFL-CIO council meets in Atlantic City Dec. 4, the day before the AFL-CIO convention begins, according to Mr. Zack. At that time a committee on administration of a $100,000 monthly appropriation for publicity in 1958 will make its report. The committee might recommend continuing the shows under the publicity budget.

In case of the union's cancellation, the two newscasters will continue to be heard on ABN, the network said last week. Agency for the AFL-CIO is Furman, Feiner & Co., New York.

IN AKRON
WAKR is 1st.*
in Audience . . . in Coverage
HOOPER, Akron, O., July - August, 1957
PULSE, Akron, O., July, 1957
NIELSEN, N. C. S. No. 2
Check
Akron's Only 24 Hour News and Music Station
Call
BURKE-STUART, INC.
New York, Chicago, Detroit, Hollywood, San Francisco
or KEN KEEGAN
PO. 2-8811, Akron

WPEN-TV ATTACKS FM MULTIPLEXING

- **Asks deletion of FCC rule**
- **Sees fm deaths otherwise**

A direct attack on the multiplexing requirement for fm stations—scheduled to become effective Jan. 1—has been made by WPEN-FM Philadelphia.

In a formal petition filed with the FCC last week, the station asked deletion of the requirement that fm stations which engage in functional music and other special services must use multiplexing.

Unless this is done, WPEN-FM said, fm stations will be unable to continue to operate.

In multiplexing, fm stations broadcast two or more signals, riding the same carrier. One signal is for the general public; the other program is the specialized series for business establishments, offices and other non-broadcast use. For the last few years, fm stations have found a lucrative field in supplying specialized music programs on a contract basis. These programs, mainly background music, have been broadcast on a simplex basis, which meant that the general public has been able to hear them.

The FCC's attitude is that fm stations must operate a general broadcast service to the public and that the specialized programming is not this kind of service. With multiplexing, the Commission held, an fm station could maintain a general program schedule for the public, and at the same time feed special programs to its subscribers. These would not be available to the general public since they would require a special receiver to be heard.

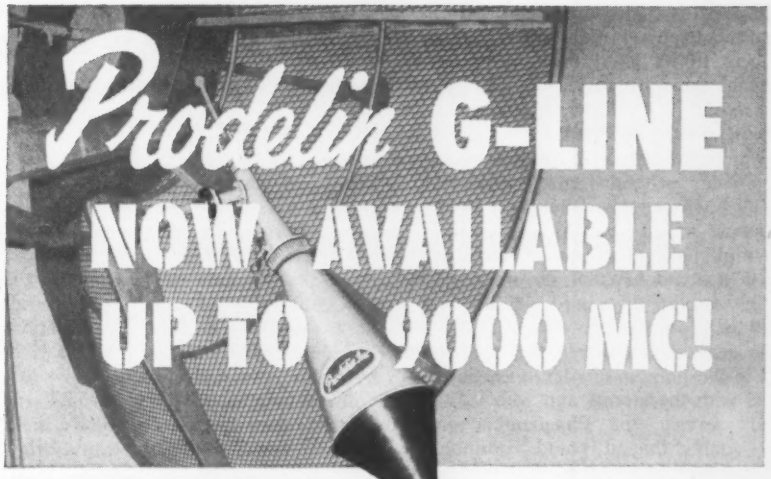
Originally the FCC ordered multiplexing July 1, 1955. However it has postponed the deadline date several times in response to requests by fm stations. The last extension set Jan. 1 as the deadline for conversion to a multiplex system.

Fm operators have been divided on the merits of multiplexing. Those opposed claim that the equipment has not been sufficiently developed for commercial use. They also have questioned the efficacy of multiplex signals over those broadcast on a simplex method. Alarm has also been raised at the cost required to convert existing stations and receivers.

The WPEN-FM petition asked that the FCC change its rules to permit multiplexing, but not require it.

The Philadelphia station said it has experimented with multiplex equipment for a number of months and has found engineering difficulties. It said there is a considerable amount of cross-talk in a number of locations now receiving good simplex service. In other locations it is not possible to bring in a listenable signal, the station said, particularly in the downtown areas of Philadelphia. Multiplex service is restricted to almost half of the coverage of a simplex operation, WPEN-FM stated.

WPEN-FM said it was using a Harkins & Hershfield transmission unit and two



New Surface Wave Transmission Line

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...with No Loss in Performance Characteristics

The Prodelin G-Line assembly is a surface wave transmission line for use in commercial or military service up to 9000 mc. It replaces conventional waveguide or coaxial transmission lines and permits transportation, installation, and maintenance at lower costs than ever before possible.

The Prodelin G-Line is terminated at both ends by identical RF field transformer sections which provide an efficient transition from a conventional feed line to the surface wave wire and back again at the antenna input end.

- **Lowest wind loading of any line available**
- **No elbows, bends, or complicated plumbing to install**
- **No pressurization required**

Hundreds of Prodelin G-Line systems are already operating successfully. Learn how G-Line can lower your shipping, installation, and maintenance costs while delivering superior performance characteristics. Manufactured for antenna application under exclusive U.S. license.

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ANTENNAS and TRANSMISSION LINES
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Browning and two H&H receivers.

The Philadelphia station said it has 200 subscribers to its good music program—but that the same program is enjoyed by the general public. WPEN-FM has more listeners at times than some Philadelphia am stations which are presumably broadcasting more popular programs, the station said. If WPEN-FM were to just duplicate WPEN, these people would not listen, it added.

The multiplexing experiments have cost WPEN-FM about $10,000, the station said. To fully convert it would cost between $60,000 and $70,000, the station estimated, and the service would be "technically inferior" to the present simplex operation.

Faced with these costs and with a "questionable" service, the Philadelphia outlet said it doubts that it could continue to operate the fm station at all.

Jacobson Named Engineer Aide On Ford Staff at Commission

Daniel Jacobson, who once served under Comr. Frederick W. Ford when the latter headed the FCC's Broadcast Bureau hearing division, last week was named engineering assistant to Mr. Ford.

Mr. Jacobson has been with the Broadcast Bureau since 1946 except for a short tour of duty with the Commission's Safety and Special Radio Services Bureau. Since the lifting of the tv freeze in 1952, he has been in charge of the technical processing of tv applications as a supervisory engineer in the Broadcast Bureau.

NTA Asks Newark Buy Approval; Purchase of KMGM-TV Held Up

The FCC was asked last week to approve the $3.5 million sale of WAAT-AM-FM and ch. 13 WATV (TV) Newark, N. J., by Irving R. Rosenhaus and associates to National Telefilm Assoc. [AT DEADLINE, Oct. 7]. This marks the first sale of a New York market tv station.

At the same time, NTA found that its $650,000 purchase of 75% interest in ch. 9 KMGM-TV Minneapolis had been held up by the FCC pending coordination with the Department of Justice. NTA is one of five film syndicators accused by the government of block-booking. The antitrust suit was filed last April. Loew's Inc. owns 25% of KMGM-TV and would retain this interest. This occurred after KSTP-TV St. Paul called the Commission's attention to the antitrust charges last week.

NTA is a publicly held corporation. It is listed on the American Stock Exchange.

Last spring, NTA inaugurated the NTA Film Network. The film network is 50% owned by NTA and 50% by 20th Century-Fox Film Co. It began April 1 with 134 outlets. Ch. 11 WPIX (TV)-*New York Daily News* is NTA Film Network's outlet in New York.

WAAT was founded in 1930 and operates on 570 kc with 5 kw day, 1 kw night. WATV began operating in 1948 on ch. 13 and is one of seven tv stations sharing an antenna atop the Empire State Bldg.

Terms of the sale call for NTA to pay $200,000 at closing and the remainder over an eight year period.

WAAT stations are licensed to Bremer Broadcasting Corp., whose balance sheet as of Sept. 30, 1957, showed total assets of $41,589, with current assets of $14,945. Total liabilities were listed at $370,866, and a deficit of $474,276. Estimated replacement value of the WAAT stations was given at $157,800.

WATV is licensed to Atlantic Television Co., whose balance sheet as of Sept. 30 of this year showed total assets of $599,302, with current assets of $123,362. Total liabilities were listed as $532,417, and deficit as $148,115. Estimated replacement cost of WATV was given as $1,235,000.

NTA—one of the major tv film syndicators—is headed by Ely A. Landau as chairman, with Oliver A. Unger and Harold Goldman as president and executive vice president, respectively. NTA balance sheet as of July 31 of this year showed total assets of over $33 million, with $27.6 million in current assets. Current liabilities were given as $16,985,218; capital surplus as $3.6 million and earned surplus as $1,475,000.

NTA earned after federal income taxes $414,877 in 1956 and suffered a deficit of $293,000 in 1955. Both are based on fiscal July 31 dates.

The transaction is actually a stock purchase from Irving R. Rosenhaus and family who control the stations, and Frank V. Bremer, holding a 10% interest.

WDAM-TV Asks Permission To Move to Baton Rouge

WDAM-TV Hattiesburg, Miss., last week asked the FCC for permission to move to Baton Rouge, La., taking its ch. 9 frequency assignment along with it.

In its place, the station said Laurel Television Co. would move into WDAM-TV's installation and start operations on ch. 7 for which it already has FCC permission.

Both WDAM-TV and Laurel are in agreement on the switch, maintaining that but one tv station can survive there, and that Laurel Television can service the entire Hattiesburg-Laurel market with ch. 7. The shuffle also would involve closing down WAFB-TV in Baton Rouge whose ch. 28 operation is controlled by WDSU-TV New Orleans, also a majority stockholder of WDAM-TV.

WGMS-AM-FM Sale Finalized

RKO Teleradio Pictures Inc. last week finally secured FCC approval to buy WGMS-AM-FM Washington, D. C., for $400,000 after withdrawal of the long standing opposition by minority stockholder Lawrence M. C. Smith, who headed a protesting group of local good music lovers. [GOVERNMENT, Oct. 21]. RKO Teleradio will retain M. Robert Rogers, general manager of the stations for the last ten years, plus WGMS' present music schedule mingled with MBS newscasts. WGMS, established in 1947, operates on 570 kc with 5 kw daytime and 1 kw night; and WGMS-FM is on 103.5 mc with 20 kw.

"Results With Adults"

There IS a difference in audiences. Ours is the adult audience, especially the ladies who spend the family budget. Our music is attractive: memory snappers, toe tappers, old favorites. In addition to the top forty, we feature the top 6,000 tunes . . . and complete local news coverage. For the fourth straight year, PULSE (8/57) proves KTRI is dominant.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

SIOUX CITY IOWA **KTRI** SIOUX CITY IOWA

BOTH ARE REPRESENTED BY EVERETT-McKINNEY, Inc.

920 KC **KQUE** ALBUQUERQUE NEW MEXICO

5,000 WATTS **KTRI** SIOUX CITY IOWA

WNCT (TV) Buys 49% Interest In WMFD, Seeks Approval

The FCC was asked last week to approve the purchase of a 49% interest in WMFD-TV Wilmington, N. C., by WNCT (TV) Greenville, N. C.

WNCT, at present one of three applicants for ch. 3 in Wilmington, indicated it would withdraw its application. The other two Wilmington applicants are United Broadcasting Co. (Richard Eaton) and WGNI Wilmington.

WMFD-TV operates on ch. 6 and is affiliated with all three tv networks. It is owned 60% by Richard Austin Dunlea and wife and 40% by McMillan & Cameron.

Terms of the sale showed that WNCT and John W. Jackson, Wilmington soft drink bottler, were paying the Dunleas $150,000 for their interest. They were also buying more stock from the company, which would reshuffle ownership so that WNCT would own 49%, Mr. Jackson 11% and McMillan & Cameron retaining 40% interest.

WNCT, ch. 9 affiliated with CBS and ABC, is owned by Earl McD. Westbrook, 27%; Josh Horne, 5%; Herbert Brauff, 10%; Penn Watson, 10%, and others. Mr. Horne is publisher of *Rocky Mount* (N. C.) *Telegram;* Mr. Brauff, of the *Wilson* (N. C.) *Times.*

The WMFD-TV balance sheet as of Sept. 30, 1957 showed total assets of $473,669, with current assets of $73,381. Total liabilities were $367,456, and loss for nine months ended Sept. 30 this year was $18,692. The radio station is not included in this transaction.

Total assets of WNCT as of Sept. 30 of this year were $895,316, with a surplus of $103,300.

FCC Authorizes WNHC-TV Move Of Transmitter Nearer Hartford

The FCC last week voted to grant ch. 8 WNHC-TV New Haven, Conn., permission to move its transmitter location nearer Hartford, Conn. It approved a modification of the construction permit held by Triangle Publications Inc. to move the WNHC-TV antenna from nine miles north of New Haven to a site 20 miles northeast of New Haven.

This places the transmitter 14.5 miles south of Hartford, compared to the present 26.5 miles southwest of Hartford.

The Commission said the action was without prejudice to the outcome of the current rule making involving the allocation of ch. 8 to the Providence, R. I., area and substituting ch. 6 therefor. Comrs. Hyde and Lee voted to issue a McFarland letter indicating the necessity of a hearing. Triangle owns WFIL-AM-FM-TV Philadelphia (*Philadelphia Inquirer*), WFBG-AM-TV Altoona, Pa., WLBR-TV Lebanon, Pa., WNBF-AM-TV Binghamton, N. Y., and 50% of WHGB Harrisburg, Pa.

Class IVs Get New Deadline

Community Broadcasters Assoc. Inc., representing Class IV am stations, last week secured still another FCC extension of time to file comments on proposed rules to increase am broadcast power from 250 to 1,000 w. The new deadline is Dec. 2 instead of Nov. 1, and reply comments are due Dec. 12. A handful of stations already have supported the idea with certain modifications.

Lanolin Signs FTC Consent Order Prohibiting Tv Misrepresentation

Lanolin Plus Inc., Chicago, has become the first television advertiser to capitulate in the Federal Trade Commission's campaign against visual misrepresentation. The firm, whose shampoo commercials were at issue, also was the first cosmetic advertiser singled out by official monitoring.

The Chicago firm has signed an FTC consent order agreeing it won't represent that competitors' detergent shampoos will burn hair and that it won't use scare tactics in its copy.

The consent order does not constitute an admission by Lanolin Plus that it has violated the law. It follows a complaint last summer by the FTC [GOVERNMENT, July 22] and subsequent action by an FTC hearing examiner, backed up by the full commission in the consent order.

Monitoring cases still pending before the FTC include another shampoo complaint against Helene Curtis Industries Inc. and actions involving the following drug manufacturers: American Chicle Co., Whitehall Pharmacal Co., Mentholatum Co. and Omega Chemical Co.

FCC Ponders Whether 'Equal Time' Offered by WABD (TV) Is Equal

The FCC last week was pondering whether broadcast time during 4-4:30 p.m. on a weekday is as desirable to a qualified candidate for the mayoralty of New York City as a Sunday mid-day half-hour.

The Socialist Workers Party in New York said no, complaining about WABD (TV) there and its program, *Between the Lines,* which recently gave the so-called favored time to rival candidates in this week's election. Mrs. Joyce Crowley, would-be Socialist mayor, was not on the show, and later turned down a station offer of the 4 o'clock period Tuesday. She protested to FCC.

The FCC replied to the political group, with a copy to WABD (TV), that it did not have enough facts to arrange a hearing—which it said was indicated—by Nov. 5, election day. It also noted that its rules do not require stations to offer all candidates exactly the same time. But it added that those segments offered, and their length, should be comparable as to desirability.

Williamson Succeeds Layton

Former Mayor W. E. Williamson of Magnolia, Ark. last week took over as chief clerk of the House Interstate & Foreign Commerce Committee succeeding Elton J. Layton who retired [GOVERNMENT, Aug. 5]. The new chief clerk at one time did sports announcing on KVMA Magnolia.

strike up the band for daytime sponsors, too!

ARB's September ratings show WMAL-TV's American Bandstand first with audience, with a resounding 5.5 . . . and 34.8% of audience. This Bandstand audience is 47% adult, with 2.3 viewers per set . . . highest for the time period.

Sponsors getting good sales music:
Coca-Cola, Robert Hall, Kessamin, Ivory Flakes, French's Instant Potato Mix. *Adjacencies:* Thompson's Dairy, Evening Star, QT Frosting, DuPont Laundry, Briggs Meat Products, Luzianne Coffee, Lay's Potato Chips.

On our 12-Plan. . .$36.00 a spot
On our 6-Plan. . . 43.20 a spot
On our 3-Plan. . . 57.60 a spot

real lively daytime programming

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maximum power on channel **7** WASHINGTON, D.C.
AN *EVENING STAR* STATION / *Represented by H-R Television, Inc.*

ON THE HOUR
DAILY
with
TOM DECKER
KEN POWELL
WVET
RADIO
ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING CO.

Tv Excise Tax Relief Needed, CCT's Bradley Tells Forand

The current outlook for uhf television "is more serious . . . than it was a year ago at this time. . . . Excise tax relief is needed immediately . . ." according to a letter Wallace M. Bradley, executive director of the Committee for Competitive Television, wrote to Chairman Aime J. Forand (D-R. I.) of the House Ways & Means Committee last week.

Citing the fact that 10 uhf stations have gone off the air since last year, Mr. Bradley urged that "closest attention" be given the four all-channel television set excise tax bills which will be coming up for action in the next session of Congress. Most of the uhf stations which have ceased operation have retained their cps, he pointed out, and "can return to the air providing there are television receivers available in their areas so that the audience will be available to view them."

Mr. Bradley also noted that tax relief on all-channel receivers is needed to "correct a social problem—this problem being that most communities in the United States will be unable to have a local television service without further establishment of the uhf television band."

Harold (Hal) V. Phillips, general manager of WTVH (TV) Peoria, Ill., was appointed vice chairman of CCT last week. This follows the appointment a number of weeks ago of Edward Breen, president of KQTV (TV), Fort Dodge, Iowa, as a CCT vice chairman.

KBTM-TV Surrenders Ch. 8 Cp

KBTM-TV Jonesboro, Ark., ch. 8, surrendered its cp last week without having begun construction.

WGLV (TV) Easton, Pa., ch. 57, which began operating in July of 1953, is off the air for sixth months. This follows another Pennsylvania station, WLEV-TV Bethlehem, ch. 51, which has temporarily suspended operations for six months [AT DEADLINE, Oct. 28].

Chinook Abandons Ch. 23 Permit

Chinook Television Co., Yakima, Wash., last week withdrew its reinstatement application to use an expired construction permit to operate on ch. 23 there.

The FCC granted Chinook its permit in March 1955 and later allowed the firm two time extensions, the second of which has run out. Now the firm has told the Commission it is no longer interested, making ch. 23 available to others.

Government Scanning Flu Claims

The Federal Trade Commission last week joined the Food and Drug Administration in a warning to drug advertisers against claims that products can prevent or treat Asiatic flu.

The statement, expected for some time [CLOSED CIRCUIT, Oct. 28], said research by the U. S. Public Health Service shows that vaccine inoculation is the only way to prevent influenza, although "some drug preparations will relieve some of the discomforts. . . ."

The FTC is "actively checking all media of advertising and will move promptly to eliminate any claims that are false or misleading," it reported.

NAACP Official Accuses WLBT (TV) Of Unfairness on Racial Question

The Mississippi field secretary of the National Assn. for the Advancement of Colored People last week told the FCC that WLBT (TV) Jackson, Miss., refused him equal time to answer racial comments made on a WLBT hour-long panel show by white southern political leaders.

The program included Mississippi Gov. J. P. Coleman, Sen. James O. Eastland (D-Miss.) and Rep. John Bell Williams (D-Miss.), who discussed the Little Rock situation and the use of federal troops there. It was broadcast on other outlets.

The FCC regulation regarding the provision for equal time applies only to legally qualified candidates for public office, and was not the case here. But the FCC has a long standing policy calling for fairness in the broadcast of controversial issues, and it has often had to remind stations of this. The Commission, however, unwilling to be accused of program censorship, is reluctant to tell a station just how to be fair. Charges of unfairness are subsequently considered by the FCC when a station's license is up for renewal.

The NAACP complaint will be released after the FCC has looked into it and replied.

Project Granted 5 Translators

The FCC has granted White Pine Television District ($60,000 Nevada community project) five construction permits for new tv translator stations so local subscribers can see Salt Lake City programs.

The White Pine District is composed of would-be viewers in McGill and Ely, Nev. Three translators will serve McGill: one on ch. 73 to translate ch. 5 KSL-TV, a second on ch. 83 to translate ch. 4 KTVT (TV), and a third on ch. 78 to translate ch. 2 KUTV (TV). The other two translators will cover Ely: one on ch. 80 to translate KTVT and the other on ch. 75 to translate KUTV.

WWLP (TV) Awarded Translator

WWLP (TV) Springfield, Mass. (ch. 22), last week was awarded a grant to build a tv translator station on ch. 81 to translate programs of its satellite WRLP (TV) Greenfield, Mass. (ch. 32), for viewers in Lebanon and Hanover, N. H., and White River Junction, Vt. This grant is part of an overall program wherein WWLP is seeking FCC permission to establish a chain of translator stations throughout New England.

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI
San Francisco
KOBY
San Pedro

SEESAW WEEK FOR EQUAL ACCESS

- **ABA study group recommends keeping Canon 35**
- **Texas, Connecticut developments encouraging**

Broadcasters' long battle for equal access suffered a sharp reversal last Friday when a special committee of the American Bar Foundation urged the American Bar Assn. to retain its ban (Canon 35) on the photographing, televising or broadcasting of court trials.

The committee's report was made after 18 months of study. The report contended that in spite of modern techniques, the presence of cameras and broadcasting equipment would "introduce extraneous influences which tend to have a detrimental psychological effect on the judge and the jury as well as on the litigant, his lawyers and witnesses, and to divert them from the proper objectives of the trial."

The committee of lawyers, judges and legal educators did advocate that Canon 35 be revised to permit judges to authorize photographic, radio and tv coverage of strictly ceremonial courtroom proceedings.

Prior to the issuance of the report, differing opinions came from two separate actions. On Oct. 25, the board of directors of the State Bar of Texas approved the findings of a special committee that concluded "there is no need nor demand for the adoption of Canon 35 by the Bar generally or the public and we recommend against its adoption." That committee's report, however, did impose several restrictions on media covering judicial proceedings (below).

That same week, Superior Court Judge Thomas E. Troland told the Connecticut Bar Assn. that he favors the experimental use of tv cameras, radio microphones and still cameras in state courts. He was addressing a Canon 35 panel discussion at the annual CBA meeting in Hartford.

"The time is coming inevitably," he said, "when this rule will be relaxed. . . . If the methods are unobtrusive we ought to try it. We ought to have a pilot program in one court and experiment with it for a time." Judge Troland added that he would be willing to experiment with it in his court.

The American Bar Foundation's report will be presented for consideration to the ABA's House of Delegates—its policy making body—at a February meeting in Atlanta.

The committee said the principal argument of radio and tv broadcasters and the press was that the First Amendment guaranteeing freedom of the press entitled all forms of news media access to the courtroom, and that modern techniques would cause little, if any, confusion or distraction.

"This argument is based on a fallacious view of the nature of those [Press] freedoms," the committee said. It quoted a 1950 decision of the U. S. Supreme Court:

"The right of the public to be protected, from the evils of conduct, even though First Amendment rights to persons or groups are thereby in some manner infringed, has received frequent and consistent recognition by this court."

The committee also said that the right of judges to exclude the public from certain trials has been upheld by the courts and added that the press can claim no rights not common to "every citizen."

The committee added these reasons why it believes courts should not permit broadcasting or photographing of actual trials:

1. Judges should be free from avoidable "distractions or disturbances that are inimical to judicious conduct." It would impose on a judge the "additional impossible functions of impresario, producer and censor" to make him responsible for determining what equipment should be allowed in the courtroom.

2. The judicial function occupies a unique place in our society and has none of the attributes of "ceremony, spectacle or entertainment." It added the "one purpose" of judicial power is to "determine the rights and duties" of all who come within the court's jurisdiction.

3. A trial is no less public because of the exclusion of cameras and broadcasting equipment.

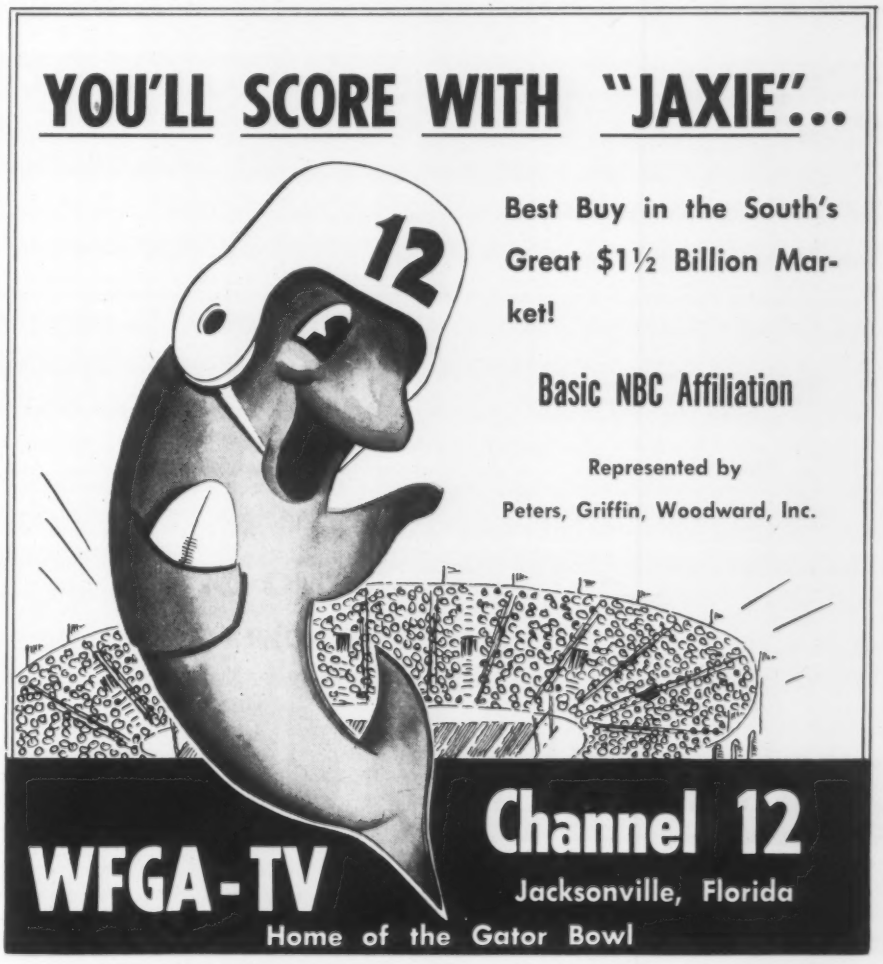
4. Judges should not be placed in the roles of censors.

Referring to a ruling of the Colorado Supreme Court last year which allows Colorado judges to decide whether portions or all of certain trials should be broadcast or photographed, the committee said:

"Certainly, the press itself would be the first to condemn any such censorship of broadcasters as is implicit in the Colorado rule . . . Certainly no trial judge should be expected to interrupt the orderly trial of a case before him to ascertain whether the jurors or witnesses object to having their photographs taken, or to ascertain whether witnesses object to having their testimony broadcast."

The Texas report, imposed several restrictions on media covering juridical proceedings, although concluding they should be admitted. Among them: (1) flash bulbs and artificial lighting are forbidden; (2) no witness, over his objections, can be photographed or can his voice be used on radio-tv; (3) covering media must obtain permission for court coverage and must abide by such rules as the court may impose; (4) violation of court rules will be punished as contempt; (5) where a judge has refused to allow or limit coverage, any attempt other than argument by representatives of the news media with the court, to bring pressure of any kind on the judge, pending disposition of the case will be punished as a contempt.

The special 11-man committee was headed by Chief Justice Spurgeon E. Bell of the Houston Court of Civil Appeals. The committee reviewed the broadcast handling of such cases as *State vs. Washburn*, at Waco,



Tex., and *State of Colorado vs. Graham* at Denver. Committee also considered the brief of the American Bar Assn. in support of Canon 35, the report of the Supreme Court of Colorado on its hearings on this question, and the testimony of Judge Justin Miller, on behalf of NARTB, before the Supreme Court of Colorado.

EIA Committee Named In Spectrum Study Plan

Industry representatives were appointed last week to the Electronic Industries Assn.'s Special Spectrum Study Committee to prepare recommendations for presentation to the EIA directors Nov. 21 on the most effective method of bringing about a study of the "entire radio spectrum," according to W. R. G. Baker, president of EIA.

The committee's establishment is in accordance with action taken by the EIA Board Sept. 12, in Los Angeles [LEAD STORY, Sept. 16].

The committee, composed of officers and directors of EIA as well as technical advisors, will be aided in learning the attitudes of important Washington officials concerned with "the problem of frequency allocations" by a task force designated by Dr. Baker in concurrence with H. Leslie Hoffman, chairman of the study committee. This task force includes Paul L. Chamberlain, GE chairman; Ira J. Kaar, Hoffman Electronics; Donald G. Fink, Philco Corp.; Thomas C. Rives, GE, and Philip F. Siling, RCA.

In his notice to members of the committee informing them of their appointment, Dr. Baker said: "I believe the proposal approved by the Board of Directors in Los Angeles is one of the most important programs ever undertaken by our association, and industry and, if successful, will have far-reaching and beneficial consequences to the public and the industry for many years to come.

"The committee, as I see it, has two major functions . . . to recommend to the board the most effective procedure for implementing the spectrum study proposed by EIA . . . (and) to recommend the chairman and possibly the members of a commission or committee which would conduct the actual spectrum study. This committee, if acceptable to the government, would be appointed presumably by the president. . . ."

Committee members, appointed by Dr. Baker, are:

H. Leslie Hoffman, chairman, Hoffman Electronics Corp.; Robert C. Sprague, vice chairman, Sprague Electric Co.; E. C. Anderson, RCA; Max F. Balcom, Sylvania Electric Products Inc.; Robert S. Bell, Packard Bell Electronics Corp.; David R. Hull, Raytheon Manufacturing Co.; F. R. Lack, Western Electric Co.; W. J. Morlock, General Electric Co.; C. B. Thornton, Litton Industries Inc.; L. C. Truesdell, Zenith Radio Corp.; Paul L. Chamberlain, GE; Donald G. Fink, Philco Corp.; Ira J. Kaar, Hoffman Electronics Corp.; Daniel E. Noble, Motorola Inc.; Thomas C. Rives, GE; Philip E. Siling, RCA; David B. Smith, Philco Corp.; L. G. Cumming, ex officio, IRE-JTAC.

RTES Seminars Start Nov. 12, Cover Several Media Problems

The whys, hows and whats of timebuying as well as current issues in the field—including ratings, barter and share-time spot buying—will be explored in a series of weekly luncheons starting Nov. 12 and concluding March 11, 1958, at the Shelton Hotel in New York.

Under the auspices of Radio & Television Executives Society, the luncheon series, formally labeled "Timebuying & Selling Seminar," is in its fourth year. All sessions start at 12:15 p.m.

The tentative program schedule released by RTES last week:

Nov. 12—"History of Spot Radio & Tv" with Lewis H. Avery, president of Avery-Knodel Inc., as speaker; Nov. 19—"Ratings" with Ward Dorrell, vice president of John Blair & Co., as speaker; Nov. 26—"Ratings . . . Smatings?" with Georgie Jessel as speaker, and another to be announced; Dec. 3—"Coverage" with William B. Lodge, CBS-TV vice president in charge of station relations and engineering; Dec. 10—"Helpful Hints of Buying" with speaker to be announced, and Dec. 17—"Why Clients Seem Peculiar" with Brown Bolte, executive vice president of Benton & Bowles, as speaker.

Jan. 7—"Intangibles of Buying Television and Radio" with speaker to be announced; Jan. 14—"The General Foods-Bristol-Myers Buy" with David P. Crane, vice president in charge of media, Benton & Bowles; Jan. 21—"Barter Buys" with Matthew M. Fox, president of C & C Television Corp., and Frank M. Headley, president-treasurer of H-R Representatives Inc. and president of Station Representatives Assn.; Jan. 28—"Lever Bros. Looks at Broadcasting" with Sam Thurm, media director of Lever Bros.

Feb. 4—"What's With Radio?" with speaker not yet slated; Feb. 11—"What's With Television?" with Don Durgin, vice president of tv sales planning at NBC; Feb. 18—"Commercial Editing" with Herbert A. Carlborg, director of editing at CBS-TV; Feb. 25—"One Shots—Saturation Flights—Consistent Schedules" with Robert L. Foreman, vice president in charge of radio-tv of BBDO; March 4—"How to Get Ahead by Trying" with William P. Dollard, media buyer of Young & Rubicam; March 11—"The Mike Wallace Interview" with Mr. Wallace interviewing a panel of George Polk, in charge of tv-radio programming and planning, BBDO; Edward Petry, president of Edward Petry & Co., and James W. Seiler, director of the American Research Bureau.

Several Foreign Speakers Set For RTNDA International Meet

With several key speakers from other countries scheduled, the 12th annual international convention of the Radio-Television News Directors Assn. gets underway Wednesday at the Balmoral Hotel, Miami Beach.

David Dunton, chairman of the board of governors, Canadian Broadcasting Corp., is to address the Saturday luncheon session, and T. R. P. Hole, news editor of the BBC, is to speak at Friday's luncheon.

A final convention agenda for the Nov. 6-10 convention released last week has James A. Byron, WBAP Fort Worth, RTNDA past president, as the keynote speaker at the Thursday luncheon.

As announced earlier [TRADE ASSNS., Oct. 7], a radio workshop will be held Thursday morning under the chairmanship of Lee White, KROS Clinton, Iowa, RTNDA vice president. Ralph Renick, WTVJ (TV) Miami, association tv vice president, will conduct a television workshop in the afternoon. Mr. Renick also will conduct a Saturday morning tv workshop with network demonstrations by John Day and Jack Bush, both CBS; Don Meaney, NBC, and John Secondari, ABC.

Election of officers for the coming year will be held Friday morning. Presentation of RTNDA awards will be made to radio and tv stations along with the Paul White Memorial Award at the Saturday evening banquet. CBS President Frank Stanton will be speaker.

Ted Koop, CBS Washington director of news and public affairs, is RTNDA president. Jack Krueger, WTMJ Milwaukee, is program vice president and Mr. Renick, local convention chairman.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

AT *the meeting between NARTB staff members and Assn. of Better Business Bureaus' bait advertising committee are (l to r): Donald Martin, assistant to the president for public relations, NARTB; George Dennison, general manager, Pittsburgh BBB; Charles S. Cady, assistant director, tv code affairs, NARTB; Kenneth B. Willson, president of National Better Business Bureau, and John L. O'Brien, Akron BBB and chairman of the bait advertising committee of the Assn. of Better Business Bureaus.*

TV BAIT ADS DWINDLE, BBB TOLD

Tv bait advertising problems have dwindled to practically nothing, thanks to an eight-month cooperative effort by the NARTB Television Code Review Board and Better Business Bureaus throughout the U.S.

This was maintained in an announcement last Thursday in Washington by John L. O'Brien, chairman of the Assn. of Better Business Bureaus' bait advertising committee, during a meeting of BBB representatives and NARTB staff members.

Mr. O'Brien said a spot-check of 52 key Better Business Bureaus showed that only five of that number experienced bait advertising difficulties involving tv stations during the months of May, June and July that could not be resolved to the complete satisfaction of all concerned.

Mr. O'Brien, who also serves as president of the Akron, Ohio, BBB, indicated that each was an isolated instance involving local advertising.

George Dennison, general manager of the Pittsburgh BBB and member of the bait advertising committee, warned, however, that although results of the cooperative effort are "most gratifying," unscrupulous advertisers can be counted on to devise "new fashions in fraud." He underscored a need for constant vigilance by all advertising media to detect new techniques of misrepresentation.

The third member of the committee was Washington, D. C., BBB Managing Director Lee McCarthy. He emphasized that liaison with the Tv Code Review Board supplemented rather than changed the bureau procedure of first attempting to gain cooperation directly from the advertiser and, secondly, from the medium itself in cases where the advertiser is uncooperative. Under the procedure instigated last March, there is opportunity for the code board to discuss with code stations unresolved problems of the local BBB in terms of compliance with appropriate provisions of the Code's advertising section, he said.

Messrs. O'Brien, Dennison and McCarthy at the meeting represented 110 local BBBs which are affiliated with the Assn. of Better Business Bureaus.

Also attending was Kenneth B. Willson, president of the National Better Business Bureau, who paid tribute to the three tv networks for their cooperation with his organization.

Thursday's meeting, in which NARTB was represented by Donald W. Martin, assistant to the president in charge of public relations, and Charles S. Cady, assistant director of code affairs, reviewed progress to date of the cooperative effort by NARTB and the BBBs. He also discussed ways to expand the present relationships between local bureaus and the tv industry.

California Group Meets Nov. 15

California State Radio & Television Broadcasters Assn. will hold its annual convention Nov. 15 at the Roosevelt Hotel in Hollywood, with President Jack Schacht, vice president and general manager of KBET-TV Sacramento, presiding. Reports by Ernest L. Spencer, president of KWIZ Santa Ana, chairman of the association's insurance committee, on a group insurance plan, and of George Greaves, KBET-TV station manager, chairman of the legislative committee, on freedom of information and other state legislative problems, are expected to be highlights of the all-day business meeting. Officers and directors for the coming year will be elected at the afternoon session. A social weekend, starting with a dinner dance at the Beverly Hills Hotel and including on Saturday either a trip to Disneyland or the Southern California-Oregon football game has been arranged by Clark George, general manager, KNXT (TV) Los Angeles.

Southern California Fm Group May Organize, Plug TeleVerter

Plans for organizing an association of fm broadcasters in Southern California were being developed last week by a committee of fm operators, which also was considering a proposal for cooperating with the manufacturer and distributor of an fm converter for tv sets in a campaign aimed at adding 150,000 fm listeners in the area before Christmas.

Both projects were initiated Oct. 25 at a luncheon given by Harry Maizlish, owner-manager of KRHM (FM) Los Angeles, at the Beverly Hilton Hotel for representatives of 31 fm stations in Southern California, including both commercial and non-commercial operations.

Presented to the group was the Fm TeleVerter, an attachment for a tv receiver which permits the reception of fm radio programs, fed through the speaker of the tv set, as well as the regular video shows. Manufactured by Regency Div., I.D.E.A. Inc. [Industrial Development of Engineers Assoc.], Indianapolis, the device was described as operating on a new principle by which both an unmodulated picture carrier and an fm-modulated sound carrier are provided by the circuitry of the TeleVerter. The device was said to be both inexpensive (retailing in the Los Angeles area for $20.33 plus tax) and easy to install.

The suggestion that the fm broadcasters promoted the sale of TeleVerters as a means of increasing the size of the fm audience, which would benefit the stations as well as the manufacturer and sellers of the device, met with some resistance from the fm station executives, who expressed the fear that such support for any one product, no matter how meritorious, might lead to demands for similar support from other companies, including some that currently are buying time on the fm stations.

Then came the proposal that an association be formed and that the TeleVerter promotion be undertaken as an association project, with the association, but not the individual members, to share in the profits. To work out the details, both of the establishment of an fm association and of the TeleVerter promotion, a committee was named. Jack Kiefer, owner-manager of KMLA (FM) Los Angeles, was appointed chairman. Other members of the committee are Mr. Maizlish; A. A. Crawford, KCBH (FM) Beverly Hills; Mason Ingram, KFSD-FM San Diego; Al Schwartz, KBMS (FM) Glendale; M. D. Buchen, KGLA (FM) Los Angeles; Phil Brastoff, KFMU (FM) Glendale, and Bill Taylor KWIZ-FM Santa Ana.

The plan now being considered is for each member station of the new fm association to agree to donate 10 announcements a day to TeleVerter promotion. In return, the association would receive from Regency and/or its distributor in the area, Scope Distributors Inc., $1 for each TeleVerter sold in the area. The money accrued in this manner would not go to the member stations, but would be used for further

VIRGINIA Television Market Rankings*

ROANOKE IS FIRST IN ALL CATEGORIES EXCEPT TV HOMES, WITH ONLY 3.2% DIFFERENCE THERE!

● ***FAMILIES***

✓ Roanoke.....436,700
Norfolk.....386,400
Richmond.....337,400

● ***POPULATION***

✓ Roanoke.....1,759,200
Norfolk.....1,514,900
Richmond.....1,360,200

● ***RETAIL SALES***

✓ Roanoke.....$1,554,643,000
Norfolk.....$1,399,667,000
Richmond.....$1,289,155,000

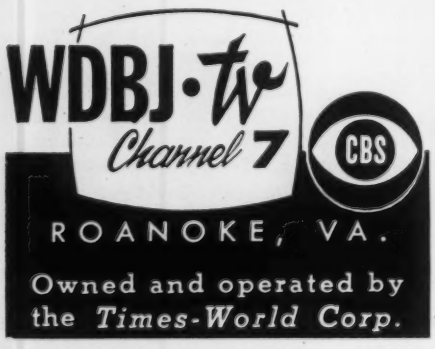
● ***TELEVISION HOMES***

Norfolk.....313,299 (81.2%)
✓ Roanoke.....303,598 (69.5%)
Richmond.....243,778 (72.3%)

Norfolk has 3.2% more TV Homes than Roanoke, BUT — Roanoke has 11.7% more Retail Sales Dollars to influence!

Contact Peters, Griffin, Woodward for choice availabilities!

*All figures from Television Magazine 1957 Marketbook and S M "Survey Of Buying Power."



TRADE ASSNS. CONTINUED

promotion of fm in the region as an association activity, Mr. Kiefer said, emphasizing that such a procedure removes from the plan any stigma of being a PI deal which might apply if the payments were made for inquiries resulting from the fm broadcasts or if they were made to the individual participating stations.

McKelvey Lists Agency Needs In Talk to Indiana Broadcasters

Stations and their representatives evince "almost a complete lack of aggressiveness" in notifying agencies of opportunities for improving their present client schedules, the Indiana Broadcasters Assn. was told at its annual fall meeting in French Lick, Ind.

Garry C. McKelvey, chief timebuyer at Lang, Fisher & Stashower, Cleveland, also stressed that audience composition is just as important a factor in agency buying as program adjacencies, ratings and cost-per-thousand data. He addressed a luncheon meeting Oct. 25, first of a two-day meeting. Lester G. Spencer, WKBV Richmond, presided as association president.

"It seems that when a good availability becomes open, the first thought of everybody, station management and representatives, is 'What new account can we get to buy this one?' The feeling seems to exist, 'Don't bother our present advertiser; let's get a new one.' " He suggested offering the good availability to the present client and selling his spot to a new account.

Mr. McKelvey, in his talk, "What Agencies Want From Stations," discussed these other points: station-representative-agency communications, order confirmations, new programming plans, latest information on market characteristics, failure to advise agencies of rate increases, and "merchandising the advertising."

Citing the importance of audience composition, Mr. McKelvey noted occasions "when the availability rating is relatively low and the cost-per-thousand high, but the audience composition such that the availability offers a better opportunity for the clients' product message." Such a client, he pointed out, is the Carling Brewing Co., which seeks adult audience exposure.

Dinner speaker Oct. 25 was R. H. Crooker Jr., Campbell-Ewald Co., who discussed "activities coming up in radio and in connection with the Kroger and Chevrolet accounts" (C-E recently took over the former).

Cotton Elected President Of Central New York AWRT

Dorothy Cotton, director of women's programs, WHEC Rochester, N. Y., was elected president of the Central New York chapter of the American Women in Radio and Television at the organization's first semi-annual workshop, held in that city.

Other officers named were Kay Larson, director of women's services, WHEN-AM-TV Syracuse, N. Y., vice president, and Barbara Hall, WHCU Ithaca, N. Y., women's program director, secretary-treasurer.

MANUFACTURING

Telechrome Shows Color Film Recorder

Telechrome Mfg. Corp., Amityville, L. I., last week demonstrated its new color trinescope recorder, designed to provide telecasters and others with recordings of their color programs on film.

The demonstration was held for newsmen and the television networks, but only ABC-TV sent an observer. The newsmen were "impressed" with the quality of the film recordings and the ABC-TV engineering official in attendance also commented favorably on the fidelity of the films shown, made from the trinescope.

The trinescope recorder is available for delivery within 30-60 days, according to H. C. Riker, Telechrome vice president and director of sales. The price varies from $10,000 to $15,000, depending on the specifications of the custom-made recorder. Mr. Riker believes the recorder can be useful to tv stations and networks, medical organizations such as schools and hospitals and possibly motion picture companies.

Mr. Riker was asked by newsmen what advantage this recorder has over the videotape recorder and lenticular film. He said its immediate advantage is that "it's available." He said the recorder was designed and manufactured by Telechrome for the Walter Reed Army Medical Center in Washington, D. C., where closed circuit color tv programs of medical subjects and items of interest to national defense and health authorities are being recorded.

Saul C. Decker, chief engineer of Telechrome, described the recorder in simple terms as a "television monitor of high definition, high intensity." He said it provides "a very brilliant television image, suitable for photographing on commercially available film with the use of an ordinary motion picture camera."

The entire system is housed in two steel rack-width cabinets, one containing the optical system with control panel, deflection circuits and high voltage power supply, and the other the signal processing circuitry as well as the low voltage power supply. The system consists of three primary color phosphor high intensity cathode ray tubes having optically flat face plates. By the use of staggered dichroic mirrors, the tube images are made to superimpose. The effective image area measures 7 inches wide by 5¼ inches high.

The equipment, Mr. Decker said, is switchable from monochrome, FCC-NTSC composite video signals or from separate red, green and blue video inputs. Scanning synchronization, he added, may be selected internally from a composite video signal or from an externally applied sync signal.

Ampex' Long Forecasts $27.5 Million Total Sales

A forecast of $27.5 million total sales for Ampex Corp's current fiscal year which ends April 30 was made by George I. Long, president of the company, when he addressed the Security Analysts Society of San Francisco Oct. 24. He also forecast

total profits after taxes and after profit-sharing with employes would be $1.5 million. Figures for the past fiscal year were total sales, $18.7 million and profit, $1,087,000.

Mr. Long also said Ampex is increasing its projected sales of professional products, such as the Videotape Recorder, for the current year from $3.8 million to $5.4 million. He said he believes because of the company's acquisition of a substantial interest in ORRadio Industries and Ampex' exclusive distributorship arrangement with ORRadio for instrumentation, computer and video type tapes, Ampex would be able to pick up approximately $500,000 in tape sales this fiscal year which had not previously been forecast.

He reported the company has delivered 13 prototype video recorders—three each to the American Broadcasting Co. and RCA, five to CBS and two to government agencies for evaluation as instrumentation recorders.

"We expect our selling program to get underway with the delivery of our first production units," Mr. Long said. "The initial market is obviously the networks and tv stations in this country and abroad, but it is really much larger," he added. "The video recorder is a natural adjunct to closed-circuit tv for educational, business or industrial purposes. Advertising agencies will probably want to be equipped to record the commercials in their own studios. Large companies doing extensive tv advertising also will no doubt find a need for having this type of equipment conveniently available," he concluded.

Zenith Sales, Profits Exceed 1956 Figures, McDonald Reports

Zenith Radio Corp. last Thursday reported estimated net consolidated profits of $4,885,-301 ($9.92 per share) and consolidated sales of $111,134,284 for itself and subsidiaries during the first nine months of 1957, along with an 11% increase in unit tv sales.

Third quarter figures for the period ended Sept. 30 showed profits of $2,487,164 and sales of $44,648,062, according to a shareholders statement signed by E. F. McDonald Jr., Zenith president. All figures are higher than those for sales and profits in quarter and three-quarter reports in 1956.

Effects of the RCA-Zenith antitrust patent settlement were not reflected in the estimates, Comdr. McDonald said. "The exact amount of favorable adjustments to be made cannot be determined until our accountants and attorneys have completed their study of the accounting and tax implications in the settlement and arbitration called for thereunder."

The Zenith president also noted his company is "beginning preparation for commercial Phonevision operations under the conditions established by the FCC in its toll tv order. Zenith claims it has "several" applications on hand from stations desiring to participate in the Phonevision method.

DuMont Labs Records Profit For Third Quarter of 1957

For the first time since the last quarter of 1954, Allen B. DuMont Labs is showing a quarterly profit for its operation, it was revealed last week. However slim—DuMont reported a profit of only $20,000—the result is impressive, considering that the manufacturer has shown a loss on the books consistently since its last profitable year, 1954, or nearly three years ago.

DuMont's president, David T. Schultz, pointed to an "improved result in television receiver operations" as a basic factor in DuMont's "better showing." Along with his statement, Allen B. DuMont Jr., manager of the tv receiver division, noted that the receiver operation has made a profit each month since DuMont introduced its new line last June, and "despite some present sales slowdown in the industry, DuMont television and high fidelity business remains at anticipated levels."

The profit this year was for the third quarter (July-Sept.) and was delivered on sales totaling $10,302,000, a sales drop actually when compared to the same quarter of last year when the total was $12,019,000. But the operating loss for the latter period in 1956 was $1,041,000, which was compared to a net loss of $439,000 after a tax carryback credit of $601,000. DuMont, nonetheless, still operated in the red: for the nine months this year the loss is reported at $978,000 on more than $30 million in sales compared to a $923,500 loss for the period in 1956 after a tax carryback credit of more than $1.2 million on sales of more than $34.4 million.

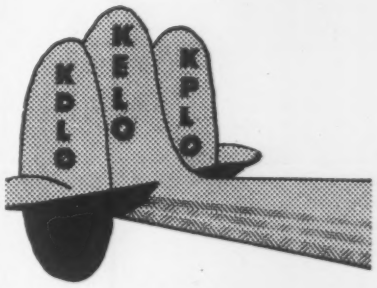
MANUFACTURING SHORTS

American Telephone & Telegraph has reported that net income for quarter ended Sept. 30 rose to $173,090,000 from $152,-393,574 for corresponding period of 1956. Per-share earnings for quarter reportedly dipped to $2.68 from $2.70 for 1956 quarter, attributed by AT&T to larger number of capital shares outstanding this year.

RCA, Camden, N. J., announces following equipment shipments: six-bay superturnstile antenna to WICU (TV) Erie, Pa.; two-bay superturnstile antenna to KXLJ-TV Helena, Mont.; 25 kw uhf transmitter to WMBD-TV Peoria, Ill.; six-bay superturnstile antenna to WRC-TV Washington; six-kw transmitter to WRCV-TV Philadelphia; 3-v color film camera to WFBM-TV Indianapolis; used 12-section superturnstile vhf antenna to KVII (TV) Amarillo, Tex.; 50 kw vhf transmitter to WICU (TV) Erie, Pa.; uhf amplifier to WLEX-TV Lexington, Ky., and live color studio camera to Smith, Kline & French Labs, Philadelphia.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

IT TAKES 3 MAJOR AIRLINES TO COVER KEL-O-LAND



JOE FLOYD DELIVERS IT TO YOU IN ONE SINGLE-STATION BUY

What's more, the fly-boys couldn't carry all the gold in KEL-O-LAND, but Joe starts it coming your way in just 20 seconds. $1,220,150,000 in retail sales . . . over a million people in 93 counties of four states. Listen to that cash-register ring up your share of this wonderful market from one single-station buy!

CBS • ABC • NBC

KDLO TV CHANNEL 3
Aberdeen — Huron — Watertown

KELO TV 11
Sioux Falls CHANNEL

KPLO TV CHANNEL 6
Pierre — Winner — Chamberlain

. . . and KEL-O-LAND's new, big radio voice is KELO-AM
KELO Radio's 1,032-Ft. Tower
13,600 Watt Power, Eqv.

General Offices Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr. Larry Benston, V.P.
Represented by H-R
In Minneapolis: Bulmer & Johnson, Inc.

WILD ANIMALS and WILD Boston weather gals headed a parade of station personalities through the city recently. Entourage included a lion labeled, "I'm wild only about WILD," and the kangaroo pictured above.

KTSM, KROD 'Stereophonic Hour'

Two competing Texas stations, KTSM (NBC) and KROD (CBS), both El Paso, are combining to present *The Stereophonic Hour* (Sun., 3-4 p.m.) El Pasoans can receive hi-fi radio by using two separate sets tuned into the two separate am stations. Front page stories and display ads were carried by the local papers, while KTSM and KROD presented interviews describing how to arrange sets to receive "the new dimension in sound." After the first program Oct. 6, both stations report they were besieged with telephone calls and that *Stereophonic Hour* was received with "overwhelming public enthusiasm."

WORL, WJAN 'Sputnik Parties'

"Sputnik-watching parties" were held by WORL Boston Oct. 16 and WJAN Spartanburg, S. C., Oct. 18. Stations asked for volunteer spotters with field glasses and report they were snowed under with calls from people wishing to be the first to sight the satellite in their respective states. WJAN reports that over 200 listeners manned the tallest buildings in Spartanburg out of which five definite sightings were called in over a special line connecting buildings with studio. WORL offered a prize to the person who first spotted the sputnik. At 5:45 a.m. reportedly more than 100 people were gathered in a Boston square gazing upward. The satellite was seen at 6:01 a.m. and the observer was duly awarded a record album titled "Music to Watch Sputnik By."

WSGN Coverage Goes Underwater

An attempt by the Magic City Frogmen to break the world's underwater endurance record was jointly sponsored by WSGN Birmingham and Indurall Paint Co., same city. A giant Indurall paint can served as the tank for the stunt which took place at the Alabama State Fair. Disc jockey Neal Miller entered the tank for two-and-a-half minutes and gave on-the-spot coverage of the event to WSGN listeners. Frogman Harold Bowen succeeded in staying under water for 16 hours. The world's record reportedly is 28 hours and 53 minutes.

KYW Carries D.J. 'Feud'

Wes Hopkins and Joe Finan, KYW Cleveland, Ohio, disc jockeys, have been mixed up in a family "feud" for the past three months. Two brothers, one a Dodge dealer, the other a Ford dealer, had retained the KYW staffers to air their Saturday afternoon shows from the Dodge and Ford showrooms, respectively. The friendly rivalry that ensued (creating interest—and sales—for the dealers) flared into open competition when the sponsors jointly offered a prize to the one selling the most cars. At the end of the three months, during which the brothers reportedly enjoyed the biggest sales in their history, Mr. Hopkins emerged the winner. He leaves Nov. 9 with his wife for a two-week vacation in Miami—compliments of the local Dodge dealer. A weekend at Lodi, Ohio, is the consolation prize for Mr. Finan.

'Bandstand' Seeks Best Dancers

ABC-TV's *American Bandstand* (Mon.-Fri. 3-4:30 p.m.) will give away two juke boxes, each equipped with 200 pop records, to the best dancing couple appearing on the show. Each afternoon the best couple is chosen and will be entered in the semi-finals to be held Nov. 6. Finalists will dance on the show Nov. 7-11. Home viewers will have a chance to vote by mail. The runner-up couple will receive a pair of tape recorders and the third-place twosome will be awarded personal telephones with free service for six months.

G&R Celebrates Anniversary

The front page of the Philadelphia *Evening Bulletin* for Oct. 8, 1927, was reprinted for the 30th anniversary party of the Gray & Rogers agency. Along with stories on the tension between Yugoslavia and Bulgaria and the impending fourth game of the World Series (New York Yankees v. Pittsburgh Pirates), the paper carried a report headed, "Jerome B. Gray Sets Up Agency." It went on to tell that the company was to specialize in the production of copy for direct-mail advertising and was "starting business with assets which include one pawn ticket for his [Gray's] typewriter, a shoestring (to talk about in later years) and high hopes." Although the story did not actually appear in the original 1927 issue, it was especially stripped into the reproduction for the occasion, reminding those attending the anniversary party that Gray & Rogers, now a 14-man partnership with more than 170 employes, billings of over $10 million a year and offices occupying three floors, began modestly.

WRCV-TV Holds 'Sputnik Week'

The week of Oct. 28 was observed by WRCV-TV Philadelphia as "Special Sputnik Week." On its Monday through Friday *Science Fiction Theatre*, programs devoted to outer space were featured and (although fiction) the first show was prefaced with a recognized expert on this subject discussing "a timetable for man's conquest of space." Intercontinental ballistics and man-made satellites were dealt with in "The Unguided Missile" and "The Missing Waveband," while other shows featured the unmanned XM-1 ("The Last Barrier") and experiments attempting to prove that man can survive in outer space ("Project 44"). "The Other Side of the Moon" also was seen.

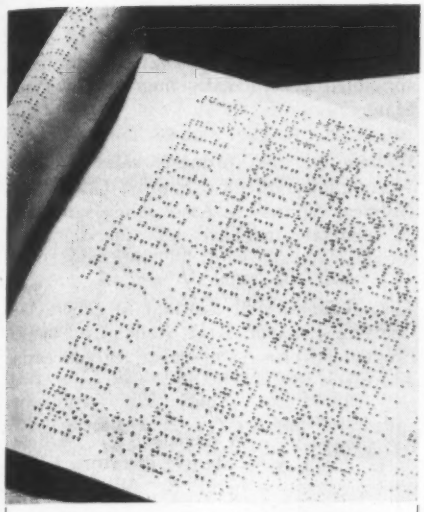
WGTO Holds Safe-Driver Contest

Safe drivers can win a $100 bill from WGTO Haines City, Fla. The station is conducting a monthly contest to find the person who has the most accident free mileage for the year preceding the entry date. Listeners may nominate themselves or any other Florida driver who has not had an accident or property damage amounting to more than $25.

In addition to the cash, the winner will receive a framed certificate as the "WGTO Safe Driver of the Month" and a free day with his family at Cypress Gardens. There also will be special certificates for all who enter the contest.

CBS-TV to Carry Crosby Tourney

CBS-TV will air the 17th annual *Bing Crosby National Pro-Amateur Golf Tournament*, featuring Bing Crosby as host and sportscaster, on Sunday, Jan. 12, 1958 (6-7 p.m. EST), under joint sponsorship of Easy Laundry Appliances Division of The Murray Corp. of America. All proceeds from the tournament will be turned over to charities. Agency for Easy Laundry is Earle Ludgin & Co., Chicago.



BRAILLE schedules listing the programs of WBT Charlotte, N. C., now are being mailed regularly to blind listeners. Names for the braille mailing list came from the Mecklenburg County Assn. for the Blind Inc., which is cooperating in the project, according to J. Robert Covington, vice president and managing director of WBT. The first mailing, he says, was followed by a flood of enthusiastic telephone calls. The seven-page schedules cost WBT 16 cents apiece to print.

KCMO Sponsors Hog Contest

Meat-type hog contest winners have been announced by KCMO Kansas City, Mo. The station's farm department designed the contest to assist in expanding interest in production of meat-type hogs and swine production in general. KCMO's general manager presented engraved plaques to the three top ranking contestants. Scoring was based on rate of gain, prolificacy and type. Eighteen civic organizations and other groups sponsored local meat-type hog clubs throughout Kansas and Missouri in cooperation with KCMO this past year in which some 7,000 head of hogs reportedly were entered by 183 producers.

KXOK Aids Duck Hunters

KXOK St. Louis, Mo., began a service for sportsmen Oct. 25. The duck season opened that day and every Monday, Wednesday and Friday since, the station has broadcast "duck reports" to alert local hunters on conditions in the best shooting areas. The "beeper-phone" reports are aired, complete with duck calls, as part of KXOK's newscasts.

WTTM's 'Election Battleground'

To focus attention on the elections tomorrow (Tuesday), WTTM Trenton, N. J., has been presenting *Election Battleground '57*. Each night a candidate running for office was called by telephone and asked questions regarding his campaign and the election issues. WTTM scheduled the series in an effort to increase the number of voters.

KBIF's Christmas Comes Early

People on the KBIF Fresno, Calif., mailing list have been surprised to be receiving Christmas cards so soon. No, it is'nt slow postal delivery from 1956. KBIF management is sending '57 cards to its advertisers, present and prospective, with the traditional, "Merry Christmas and a Happy New Year" on the front. On the back, however, is printed, "We're sending ours early to avoid the rush . . . and to get your attention. You, too, can avoid the rush and capture the attention of your customer from now until Christmas by using KBIF."

ABN's 'Thought for the Day'

American Broadcasting Network is offering a $100 savings bond to the listener submitting the best "thought for the day" in a series of weekly contests on five of the network's live daily shows. Executive producers of *The Herb "Oscar" Anderson Show, The Jim Backus Show, The Merv Griffin Show, The Bill Kemp Show* and *The Johnny Pearson Show* select one favorite saying to be read as a "thought for the day." At the close of the week the writer submitting the entry judged best is awarded the bond.

WTVJ (TV) Holds Weather Contest

Four Star Playhouse viewers are being invited by WTVJ (TV) Miami to try their hand at weather forecasting. Listeners are asked to submit cards with their name, address and phone number. Then one card is drawn a day. The station calls the entrant. He is asked to make a guess at the next day's noon temperature and weather conditions. The prize for a correct prediction is a color tv set. A half-right forecast (weather or temperature) wins a $10-15 gift.

WHAS-TV Sponsors Contest

A caricature with the figure 11 forming part of his eyes is being used by WHAS-TV Louisville, Ky., on station breaks to publicize its channel number and to promote local and national spot programs. A 1958 Edsel and 10 General Electric appliances are being offered by the station as prizes in a four-week "Big 11 Name Me" contest. It calls for viewers to name the ch. 11 figure and in 15 words or less complete the sentence, "I watch WHAS-TV because . . ." Signs in local Edsel and GE dealer display rooms, newspaper ads, taxi-poster cards and 25 station announcements a day will be used to advertise the promotion.

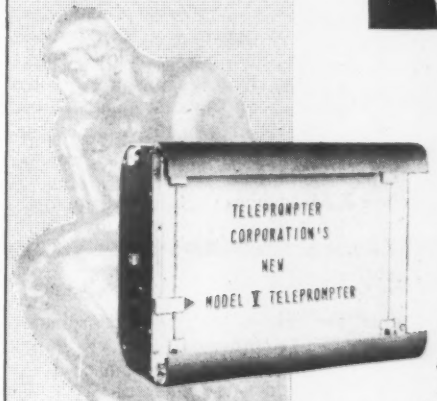
WABD (TV) Begins 'Probe'

WABD (TV) New York has started a new live investigative program which "digs into the stories behind today's headlines" called *Probe* (Mon. 11:30 p.m.-midnight). Writer-reporter Howard Whitman, who conducts the show each week, interviews people who are involved in current news stories.

...its words to the wise are sufficient

"Our TelePrompTers in use both at WTOP-TV in Washington, D. C., and at WMBR-TV in Jacksonville, Florida, are most valuable assets. We have found they are especially useful for commercial copy and when our newscasters broadcast. *TelePrompTer gives them confidence,* and I heartily endorse its use".

Mr. John S. Hayes
President
Washington Post
Broadcast Division



TELEPROMPTER CORPORATION

Jim Blair, *Equip. Sales Mgr.*

311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 throws an entirely new light on rear screen projection.

BUYING
BIG
BUSINESS?
BEST BUY
IN ROANOKE!
WSLS-TV
The circle of WSLS-TV influence reaches a 2 billion dollar market . . . bringing 548,200 households within sales range.
Confirmed by NCS #2 Spring 1956
"best looking" in ROANOKE . .
NBC

Represented Nationally
AVERY-KNODEL, INC.

CCA "Terrific", Says WOWO Manager

Carl A. Vandagrift, General Manager of Westinghouse's WOWO in Fort Wayne, Indiana, now working on his second Community Club Awards campaign, says this about CCA: "Summed up briefly, it's 'terrific'."

MR. VANDAGRIFT

In his letter to John C. Gilmore, VP in charge of Sales for Community Club Awards, he continues, "Almost a million and a half dollars worth of merchandise was moved off dealers' shelves. That record speaks for itself. The amount of added publicity and promotion which the station received in the form of window displays, in-store promotions, tally stations, on-the-air announcements, etc., is immeasurable.

"The addition of CCA, with other factors, helped to make the past months the best in the station's 30 year history."

COMMUNITY CLUB AWARDS
1957
THE PENT HOUSE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Alan C. Stoneman, executive vice president, Purex Corp., South Gate, Calif., elected president, succeeding **Adrien C. Pelletier,** re-elected board chairman. **James B. McLaughlin,** who recently left Kraft Foods Co. to join Purex, elected vice president for sales.

◄ **E. J. Owens,** vice president, Kudner Agency, N. Y., to Compton Adv., same city, as vice president. Mr. Owens had been with Kudner since 1935 as vice president and had devoted most of his time to Goodyear Tire and Rubber account. At Compton he will work on special assignment.

Rollo W. Hunter named vice president and director of radio-tv at Erwin Wasey, Ruthrauff & Ryan, N. Y. Other vice presidents named by agency are **B. W. Matthews,** vice president-account supervisor; **John C. Legler,** vice president-account supervisor, and **Richard Diehl,** vice president-head art director.

◄ **Forrest Owen Jr.,** vice president and manager of Wade Adv. Inc., Hollywood, promoted to executive vice president and manager.

W. R. Parker, vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh, takes on new administrative duties. **Lucien C. Rondot,** formerly head of own research firm, succeeds him as director of marketing research department.

Arnold M. Combrinck-Graham Jr., account executive, Kenyon & Eckhardt, Chicago, named account supervisor.

Robert Olson, formerly with Warwick & Legler, to Norman, Craig & Kummel, N. Y., as account executive. Other appointments to NC&K staff include **Florine R. Robinson,** BBDO, as copy supervisor; **Irving Adelsberg,** Biow Co., manager of radio-tv department; **Lawrence Foden,** Colgate Palmolive Co., merchandising director, and **Robert E. McGinley,** D'Arcy Adv., to merchandising field staff.

Robert J. McMahon, retail advertising manager, Carrier Corp. Syracuse, to Rumrill Co., Rochester, both New York, as account executive.

Jeanne De Vivier, program coordinator, KRCA (TV) Los Angeles, to George Patton Adv., Hollywood, as assistant account executive.

Thomas W. Casey, formerly vice president in charge of sales at Paper Mate Co., appointed assistant to president and **Robert Wieringa,** central regional sales manager for Toni Co. (also Gillette Co. subsidiary), appointed general sales manager of Paper Mate.

William A. Cox, formerly sales manager, Westinghouse Electric Supply, Chicago, to Holmes, Whitney & Assoc. Inc., same city, as general manager of merchandising division.

J. J. Wallner, staff assistant to general advertising manager, Kraft Foods Co., named product advertising manager for margarine and oil products.

◄ **Eugene F. Kilham,** radio-tv director, Chambers & Wiswell Inc. Boston, to Clicquot Club Co. (soft drinks), Millis, Mass., as advertising manager.

Carol Bag, formerly assistant advertising manager for chemical products division of The Borden Co., to Brand Products Inc. (national marketing firm), N. Y., as director of advertising.

John Reavis, advertising manager, KRON-TV San Francisco, to George Patton Adv., L. A., as head of its new Bay Area office at 1227 Clay St., Oakland, Calif.

Roberta Hess appointed promotion executive in marketing division at Kenyon & Eckhardt, Chicago.

Morton L. Salan, executive, Joseph Katz Co., Baltimore, to W. B. Doner & Co., same city, as national, regional and local account supervisor.

Dan Kane and **Harry Bailey,** both with Ellington & Co., N. Y., named media director-radio and tv and creative supervisor, respectively.

Robert Woolson named radio-tv director of R. Jack Scott Inc., Chicago. Other appointments include **Loraine Schulz,** assistant radio-tv director; **Howard Phillips,** radio-tv copy chief; **Ed Fitzgerald,** director of contract relations and radio-tv scheduling, and **Doris Sidlow,** continuity director.

Paul Davis, account executive, Harrington-Richards & Morgan, S. F., to McCann-Erickson, L. A., as media director and media department head.

George Hnatt formerly with BBDO, and **Richard Ermoyan,** Campbell-Mithun, both Chicago, to Needham Louis & Brorby, same

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI Soo Forjoe
KOBY Soo Petry

city, as art director and assistant art director, respectively.

Frank Martello, tv producer, Kenyon & Eckhardt, Chicago, named supervisor of commercial production department.

Robert Nathe, writer-producer, McCann-Erickson, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as executive tv film producer.

Robert J. Norman, formerly production manager, Robert W. Orr & Assoc., to Donohue & Coe., N. Y. production department.

Douglas C. Manson, former vice president and copy chief, Benton & Bowles, to Joseph Katz Co., New York and Baltimore, as member of agency's creative department.

Ed Downey, formerly with Jack Morton Productions, Chicago radio-tv packager, and **Peggy Winslow,** formerly with WGN-TV Chicago, news department, to J. Walter Thompson Co., same city, public relations staff.

Ted Barnett, copywriter at Foote, Cone & Belding, Chicago, author of four golf stories in new Prentice-Hall book, *Fun in the Rough*.

Robert R. Grey, NBC-TV promotion department, Burbank, Calif., appointed Pacific Coast representative of advertising council. He succeeds **Robert C. Coleson,** former N. W. Ayer & Son executive, who joined council as fulltime executive in 1946, planning to retire Dec. 31.

FILM

Raul C. Conangle named Latin American sales coordinator for ABC film syndication. Mr. Conangle, who will headquarter in N. Y., has served in Latin America and New York with various export companies and Westinghouse Electric Co. and Aircraft-Marine Products Inc.

Elliot S. Krane to Bert Claster Productions, as west coast representative, with headquarters in S. F.

Mike Simon, formerly branch manager, Paramount Pictures, Cleveland, Buffalo, N. Y., and Detroit, to NTA Pictures Inc., N. Y., as special sales representative.

Ken Dobbs, formerly with Sarra Inc., to Kling Film Productions, Chicago, as account executive.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

William A. Hillpot, with Willard Alexander (agent) and before that with General Artists Corp., to Television Programs of America, N. Y., sales staff.

David Gerber, tv production supervisor, BBDO, Hollywood, to Famous Artists Corp., Beverly Hills, Calif., to aid with supervision of tv packages and general tv program development.

Harry Tatelman, motion picture producer, Warner Bros., Burbank, Calif., to tv division production staff.

Charles H. Wasserman, tv-film writer-producer-director in New York and Hollywood for 25 years, to Transfilm Inc., N. Y., producer of tv film commercials and industrial motion pictures, creative staff.

Jack M. Warner, vice president in charge of Warner Bros. tv commercial and industrial films, re-elected president of Los Angeles County Assn. for Mental Health.

Charles J. Feldman, 58, vice president and general sales manager, Universal Pictures Co., died following heart attack at his home in New York Oct. 23.

NETWORKS

William Dozier, since 1955 vice president in charge of production at RKO Radio Pictures Inc., will rejoin CBS-TV as general program executive November 15. Mr. Dozier will be responsible for *Playhouse 90, Climax!, Studio One* and such special programs as network produces from Hollywood.

◄ **Harry T. Floyd,** salesman, NBC-TV, named western division tv network sales manager, headquartering in Hollywood. Mr. Floyd has been salesman with NBC since 1947.

Robert R. Pauley, formerly account executive with CBS Radio, and **Nicholas J. Pitasi,** previously account executive with H-R Representatives Inc., N. Y., join American Broadcasting Network in similar capacities.

Sam Schiff, formerly executive producer of color spectaculars for NBC-TV, to MBS as executive producer in N. Y.

Herbert Brodkin, currently producer of CBS-TV's *Studio One*, will remain in New York when dramatic series shifts to Hollywood in January 1958. He will work on several new projects for CSB-TV, including development of *Front Office* half-hour tv film series and new one-hour live dramatic presentation.

STATIONS

Earl Headrick, manager, KGAY Salem, Ore., named executive vice president. He will head regional and national sales organization of KGAL Lebanon, Ore., and KGAY. **Arne Peterson,** manager, KBAM Longview, Wash., succeeds him.

Allan W. Roberts, executive vice president-general manager, WARE Ware, Mass., to company's new property, WHYE Roanoke, Va., in similar capacity. **Ken Manley,** gen-

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

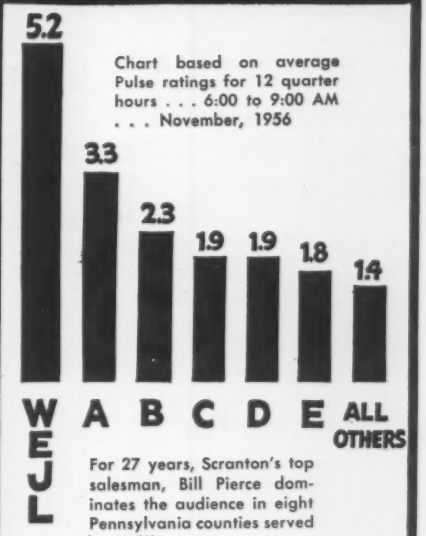


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!
WEJL
The Scranton Times
SCRANTON, ... PENNA.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
ROCKFORD
ILLINOIS

eral manager, WGUY Bangor, Me., to WHYE as operations manager and **Nicholas A. Bell,** sales manager for WGUY succeeds him as manager. **Dorothy Manley,** sales staff, WGUY, to WHYE, in similar capacity. **Charlene Lins,** executive staff, WHIL Medford, Mass., to WHYE executive staff. **Arthur Lawrence,** formerly with WGIR Manchester, N. H., to WHYE as featured personality, and **Fred Anderson,** WEEI Boston, to station as news director.

◄ **Charles M. McAbee Jr.,** account executive, CBS-TV Spot Sales, N. Y., to KMOX-TV St. Louis, Mo., as general sales manager. Prior to joining NBC-TV in 1955, Mr. McAbee was with Henry I. Christal Co. and Katz Agency Inc.

Kenneth M. Parker, formerly with SESAC, L. A., to KCLN Clinton, Iowa, as resident manager and vice president and member of board of Valley Tv & Radio Inc., licensee firm.

◄ **Eugene P. Weil,** WLOK Memphis, promoted to national sales manager of OK Group (WBOK New Orleans, WLOK, WXOK Baton Rouge [La.], KAOK Lake Charles [La.] and KYOK Houston). He will headquarter in Memphis and continue to direct WLOK in addition to his new duties.

Charlie Powers, formerly assistant general manager, KBMI Las Vegas, Nev., to KAFP Petaluma, Calif., as general manager.

◄ **Ronald Gilbert,** sales staff, WWJ-TV Detroit, named national sales manager of WWJ. Prior to joining WWJ-TV, Mr. Gilbert was sales representative for radio and tv stations in Lansing, Mich., and Detroit.

Theodore Weber sales manager, WGN-TV Chicago, resigns, effective Dec. 1. He has announced no future plans.

◄ **Milton H. Klein,** account executive, ABC-TV to KFWB Los Angeles as sales manager.

Dan Schmidt III, formerly national account executive, Peters, Griffin, Woodward to WGSM Huntington, N. Y., as sales manager.

Don Stewart, formerly sales manager, KCBQ San Diego and KRAM Las Vegas, Nev., to KAFY Bakersfield, Calif., as local sales manager.

◄ **Maitland Jordan,** national sales manager, KOMO-TV Seattle, Wash., named KOMO station manager. Prior to joining KOMO-TV in 1955, Mr. Jordan was KJR Seattle manager.

Norman J. Keats, local sales manager, KFXM San Bernardino, Calif., promoted to assistant manager. **Glenn Lockhart,** local sales manager, KAFY Bakersfield, Calif., named KAFY assistant manager. **Don Stewart,** formerly local sales manager of KCBQ San Diego, Calif., and general sales manager of KRAM Las Vegas, Nev., succeeds Mr. Lockhart as local sales manager of KAFY. **Richard Miller,** active in San Bernardino Junior Chamber of Commerce activities, and **Robert McLain,** formerly in sales department of KSTN Stockton, Calif., join KFXM sales staff. Appointments were announced by Benton Paschall, president and general manager. KAFY and KFXM are Paschall-Tullis-Herne radio properties.

George Lewis, assistant local tv sales manager, and **Jack Fox,** sales representative, WNBC (TV) New Britain, Conn., promoted to acting local tv sales manager and assistant tv sales manager, respectively.

Bill J. Wheatley, writer-producer-director, WKY-TV Oklahoma City, named program manager of WKY.

Robert Guy, formerly program director, KNTV (TV) San Jose, Calif., to KTNT-TV Tacoma, Wash., in similar capacity.

Jack Sandstrom, program director, WADP Kane, to WPIC Sharon, both Pennsylvania, in similar capacity, succeeding **Harold Smith** who joins KIXL Dallas.

◄ **Roger Holmes,** formerly with WSRS Cleveland, Ohio, to WAMS Wilmington, Del., as program director.

Bob Austin, sales department agency coordinator, KSDO San Diego, named program director.

◄ **Forrest Patton,** sales representative, KNUZ Houston, Tex., promoted to commercial manager, succeeding **Bruno Leonardt,** resigned. Mr. Patton has been sales representative with station for past five years.

Dave Lee, account executive at Willis S. Martin Co. and former news director at WKJG-AM-TV, both Fort Wayne, Ind., to WTCN-AM-TV Minneapolis-St. Paul as director of advertising and promotion.

Jud Davis, KENS-TV San Antonio, Tex., named acting continuity director.

Arthur L. Smith, resident manager, KVTV (TV) Sioux City, Iowa, to WHTN-AM-TV Huntington, W. Va., as managing director of news and special events.

Fran Booton, formerly program and news director, KCID Caldwell, Idaho, to WLBK De Kalb, Ill., as news director. He succeeds **Dave Lee** who joins sales staff of WROK Rockford, Ill.

Jack C. Ware, newscaster, KOOL-TV Phoenix, Ariz., takes on additional duties as news director.

Arthur H. Barnes, formerly with Henry M. Hempstead Co., Chicago, to WISN-AM-TV Milwaukee, Wis., as promotion-publicity director.

John H. Oakey, promotion director of *Tv-Radio Life,* L. A., to KJEO Fresno, Calif., as promotion-publicity director.

Gil Martyn, news director, KTLA (TV) Los Angeles, named director of public affairs and public service.

Mike Prelee news director, WBBW Youngstown, to WCUE Akron, both Ohio, as news editor.

◄ **Willard F. (Bill) Shadel,** formerly CBS war correspondent, editor - anchor man on *News of America,* moderator of *Capitol Cloakroom,* panel member of *Face the Nation* and other CBS radio-tv programs, to WCKT Miami, Fla., news staff. Starting today (Monday), Mr. Shadel will present report of local, national and world news at 6:45 p.m. each weekday.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

E. James Hogdgett, formerly with CBS-TV Spot Sales Research to WPIX (TV) New York, as account executive.

Ernest J. Golden, Boston area salesman, WMUR-TV Manchester, N. H., to WBZ-TV Boston as account executive.

Frank Barron, local sales manager, WJW-TV Cleveland, Ohio, to WVUE (TV) Wilmington, Del., as national sales representative, headquartering in N. Y.

Richard W. Ostrander, formerly central division sales manager, Interstate Television Corp., N. Y., to WKRC-TV Cincinnati, Ohio, as sales representative.

George P. Ponte, news editor-salesman, WKXL Concord, N. H., and **Robert G. Boland,** formerly announcer, WHYN Springfield, Mass., to WKNB New Britain, Conn., as sales representatives.

Keith Griggs, announcer, KPDQ Portland, Ore., to KGW-TV, same city, as operations crew chief.

Edward A. Warren, chairman of theatre arts department at St. Mary's College, South Bend, Ind., and former film program director and night supervisor at WNDU-TV, same city, to WGN-TV Chicago film division as director. He succeeds **Bob Hibbard,** assigned to special tv program projects, effective Nov. 18.

Art Kevin, formerly with news and special events department, KDAY Los Angeles, to KGFJ, same city, as promotion manager and **Dick Provensen,** announcer, named program supervisor and news director.

Nazaret Cherkezian, assistant director of New York U.'s office of radio-tv, to WCBS-TV New York as producer of *Eye on New York*. He replaces **Charles Hinds,** who has been named program director of CBS-owned WXIX (TV) Milwaukee.

Wayne Mack, sales manager-program director, WREX-TV Rockford, Ill., to WFAA-TV Dallas, Tex., as m.c. of *First Call*, Monday through Friday, 7-8:30 a.m.

Eddie Williams, singer, to WBAP Fort Worth, Tex., as star of his own show.

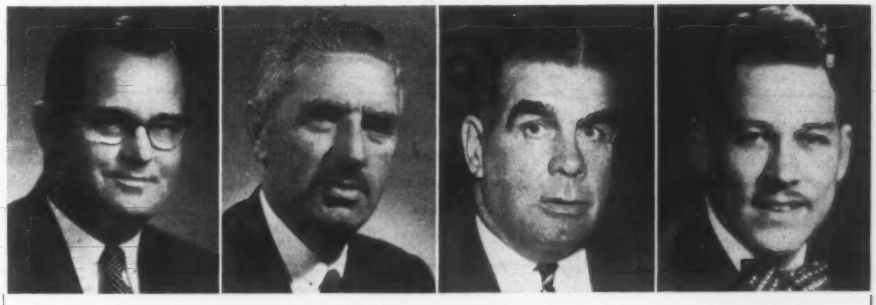
Marguerite Belafonte to WOV New York in charge of women's feature material in *Ladies' Day* (daily 9-9:30 a.m.) and hostess of *Speak Up Ladies*. She is women's editor of *New York Amsterdam News*.

Liam Connolly to KOA-AM-TV Denver, as European correspondent-at-large, headquartering in Dublin, Ireland.

Rocky Marciano, former world's heavyweight boxing champion, joins WTVT (TV) Miami. He will substitute for station's sports director, **Jack Cummins,** when he is out of town.

Barbara Booton, formerly teenage disc jockey at KICD Caldwell, Idaho, to WLBK De Kalb, Ill., in similar capacity.

Bill Fountain, formerly announcer for WKY-AM-TV Oklahoma City, Okla., to WBBM Chicago announcing staff.



MR. FREEMAN MR. PACKER MR. EDGAR MR. LAWRIE

HARVEY C. FREEMAN, supervisor of stations for the Northern Broadcasting Co. Ltd., Toronto, has been appointed director of broadcast operations for the parent company, Thomson Co. Ltd. of that city. Keith Packer, manager CFCH North Bay, named manager, CHEX-TV Peterborough. Harry M. Edgar, commercial director, CKWS-TV Kingston succeeds him. Donald R. Lawrie, manager of CHEX-TV, is appointed assistant director of the company, in this shift of posts within the Thomson Co. Ltd.

PROGRAM SERVICES

Bert Somson, executive director of WLW Promotions Inc., Cincinnati, Ohio, to Song Ads Inc., L. A., as vice president and general manager. He succeeds **Donald H. Estey,** who resigned as SAI executive vice president because of plans to leave L. A. [PEOPLE, Oct. 28].

Beverly J. Kuhlman, programming editor, *Tv Guide*, named editor of Philadelphia edition.

Ed Eckhardt, recording-engineering veteran, RCA Recorded Program Services, Chicago, retires after 37 years with RCA.

MANUFACTURING

William H. Organ, electron systems planning manager, Federal Telecommunications Labs (division of International Telephone & Telegraph Corp.), Nutley, N. J., named assistant vice president.

Atwood S. Moore, formerly manager of sales releasing and services in RCA Victor radio and Victrola division sales administration department, appointed manager, sales administration for division succeeding **Frederick J. Kopesky.** Mr. Kopesky was recently named manager of market planning for division.

G. L. Call, Ohio Valley district manager, Graybar Electric Co., appointed central Pacific district manager, S. F., effective Jan. 1, and **W. J. Goerisch,** assistant district manager, Philadelphia, named Atlantic district manager at Philadelphia.

Tom E. Mumford, general manager, Hoffman Electronics Corp. (S. F. sales division), named hi-fi-radio sales manager, headquartering in L. A.

Richard D. Evans, special sales representative, Sylvania Electric Products semiconductor division, appointed government sales manager for special tube operations.

James H. Peterman, formerly quality control manager and process engineer, Clevite Transistor Products, division of Clevite Corp., Waltham, Mass., named staff engineer in sales department.

GOVERNMENT

James Garrison Stradling III, who recently taught radio-tv at Henry W. Grady School of Journalism, U. of Georgia, to English language section, United Nations Radio, N. Y., as assistant producer.

PERSONNEL RELATIONS

Harvey Palash, field representative of Hollywood AFTRA Local, named assistant to local's executive secretary. He succeeds **Dave Tytherleigh,** new executive secretary of AFTRA Detroit Local.

EDUCATION

Ralph M. Rourke, formerly assistant manager, WNAV Annapolis, Md., to New York U.'s office of radio and television as writer-producer.

INTERNATIONAL

Robert D. Amos, radio-tv director, F. H. Hayhurst Co. Ltd., Toronto advertising agency, appointed vice president.

Herb Wells, recently studied for ministry and taught audio-visual methods at Biblical Seminary, N. Y., and assistant to executive director, broadcasting-films, Presbyterian Board of Foreign Missions, to KSEW Sitka, Alaska, as general manager, succeeding **Rev. Hendrick Van Dyke** who resigned to accept pastorate of First Presbyterian Church, Cannon Beach, Ore.

Wes Armstrong named commercial manager of CHUM Toronto.

Jack Bedford, sales manager, Dr. Chase Medicine Co., to BBDO, Toronto, as account executive.

Hugh Spencer, former designer for British Broadcasting Corp. and Granada television network of England, to Robert Lawrence Productions (Canada) Ltd., Toronto, as creative art director.

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Station Authorizations, Applications

(As Compiled by Broadcasting)

October 24 through October 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Oct. 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,070	3,010	302	476	156
Fm	539	519	75	85	10

FCC Commercial Station Authorizations

As of Sept. 30, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,070	519	369
Cps on air	3,133	532	531
Cps not on air	142	36	126
Total authorized	3,275	568	657
Applications in hearing	156	10	85
New stations requests	350	38	72
New station bids in hearing	113	4	50
Facilities change requests	207	20	50
Total applications pending	1,118	146	371
Licenses deleted in Aug.	0	1	1
Cps deleted in Aug.	0	2	5

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Oct. 30

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	401	87	488[1]
Noncomm. Educational	20	5	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	691[1]
Noncomm. Educational	29	21	50[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,127	337	877	590	1,467[3]
Noncomm. Educ.	68		38	34	72[4]
Total	1,195	337	915	624	1,538[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATION

Farmington, N. Mex.—Four Corners Bcstg. Co., vhf ch. 12 (204-210 mc); ERP 64.8 kw vis., 38.9 kw aur.; ant. height above average terrain 85.125 ft., above ground 139.25 ft. Estimated construction cost $292,581, first year operating cost $192,000, revenue $249,600. P. O. address 211 East Broadway, Farmington, N. Mex. Studio location Farmington, N. Mex. Trans. location near Farmington (San Juan County), N. Mex. Geographic coordinates 36° 43′ 20″ N. Lat., 108° 09′ 06″ W. Long. Trans., ant. RCA. Legal counsel Bailey Walsh, Washington, D. C. Consulting engineer John H. Mullaney, Washington, D. C. Owners are **Wade Beavers, Ernest F. Terrazas** (each 25%), **Arthur Coy, D. W. Justis** (each 20%) and **Johnston Jefferies** (10%). Mr. Beavers is attorney; Mr. Terrazas has various business interests; Mr. Coy is in farming and real estate; Mr. Justis is in oil field machine shop and supply, and real estate; Mr. Jeffries is attorney. Announced Oct. 24.

Existing Tv Stations

ACTIONS BY FCC

WLWI (TV) Indianapolis, Ind.—Granted mod. of cp (ch. 13) to change type trans., ant. system and make other equipment changes. By letter, denied requests by **Indianapolis Bcstg. Inc.** and **Mid-West Tv Corp.** that WLWI application be designated for hearing and consolidated with comparative proceeding.

CALL LETTERS ASSIGNED

WICU-TV Erie, Pa.—Erie Dispatch Inc., ch. 12. Changed from WICU (TV).

WCHU (TV) Champaign, Ill.—Plains Television Corp., ch. 33.

Allocations

TV CHANNEL CHANGES

By report and order, Commission finalized rule making in Docket 12135 to add **Fajardo, P. R.**, to tv table of assignments and assigning it ch. 13, deleting ch. 12 from **Charlotte Amalie, Virgin Islands**, and substituting ch. 12 for ch. 13 in **Aguadilla-Arecibo, P. R.**, effective Dec. 2.

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PROPOSED TV CHANNEL CHANGES

Commission invites comments by Nov. 29 notice of proposed rule making looking toward substituting ch. 80 for ch. 70 in **Bradford, Pa.** This would enable Commission to act on application by **Conewango Valley Television Inc.** (BPTT-147) for new tv translator station on ch. 70 in **North Warren, Pa.**

New Am Stations

APPLICATIONS

Crescent City, Calif.—Norman C. Bayley, 1310 kc, 1 kw D. P. O. address 1409 Cortez Ave., Burlingame, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $35,000. **Mr. Bayley,** sole owner, is in tools and supplies. Announced Oct. 29.

Oroville, Calif.—James E. Walley, 1340 kc, 250 w. unl. P. O. address Route 1, Box 38-c, Yuba City, Calif. Estimated construction cost $2,000, first year operating cost $37,000, revenue $42,000. **Mr. Walley,** sole owner, is general manager of **KAGR Yuba City, Calif.** Announced Oct. 25.

Phillipsburg, Kan.—North Central Bcstg. Inc., 1490 kc, 250 w D. P. O. address Guy Christian, Bel Aire Motel, Sterling, Colo. Estimated construction cost $12,635, first year operating cost $28,000, revenue $37,000. Owners are **Guy Christian, Russell M. Stewart** (each 49%) and others. Mr. Stewart is one-third owner of **KNEB Scottsbluff, Neb.,** and **KOLR Sterling, Colo.** Announced Oct. 28.

Gloucester, Mass.—Simon Geller, 1410 kc, 500 w D. P. O. address 537 45th St., Union City, N. J. Estimated construction cost $21,297, first year operating cost $52,000, revenue $56,000. Mr. Geller, sole owner, is radio engineer. Announced Oct. 30.

Riverhead, N. Y.—Patchogue Bcstg. Co. Inc., 1570 kc, 250 w D. P. O. address Box 651, Patchogue, N. Y. Estimated construction cost $14,865, first year operating cost $45,000, revenue $55,000. Owners are **Lee Morrison** (35.9%), **Olga Moskowitz** (33.4%) and others. The Patchogue Bcstg. Co. operates **WPAC Patchogue, N. Y.** Announced Oct. 29.

South Gastonia, N. C.—Mace, Groves and Mace, 1420 kc, 500 w, D. P. O. address Earl O. Mace, Box 1232, Gastonia, N. C. Estimated construction cost $17,550, first year operating cost $40,000, revenue $50,000. Owners are **Earl O. Mace, A. Clay Groves** and **Glen F. Mace** (each one-third). Earl Mace is builder; Clay Groves is in radio-tv repair; Glen Mace has been engineer for **WSOC Charlotte, N. C.** Announced Oct. 24.

Vinton, Va.—Mt. Airy Bcstrs. Inc., 1290 kc, 1 kw D. P. O. address Box 209, Mt. Airy, N. C. Estimated construction cost $16,162, first year operating cost $24,000, revenue $37,000. Owners are **Robert Hennis Epperson, Erastus F. Poore** (each 26.82%), **Russell E. Hiatt** (23.18%) and others. Mt. Airy Bcstrs. also owns **WSYD Mt. Airy, N. C.** Announced Oct. 25.

Spokane, Wash.—Christian Services Inc., 1330 kc, 5 kw D. P. O. address Box 81, Spokane, Wash. Estimated construction cost $43,715, first year operating cost $66,575, revenue $91,364. Owners are **Roger L. Stensland, Norman H. Huff, Everett J. Armstrong, Gordon Paul, Larry Anderson** and **Arnold Van Dyke.** This is non-stock corp., each owner has one vote. Mr. Stensland is in books and church supplies; Mr. Huff is attorney; Mr. Armstrong is in drugs; Mr. Paul is in auto electric service; Mr. Anderson is in hardware; Mr. Van Dyke is cpa. Announced Oct. 30.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KOMY Watsonville, Calif.—Francis T. Crennan, 1340 kc. Changed from KHUB.

WAXE Vero Beach, Fla.—WNTM Inc., 1370 kc. Changed from WNTM.

WMFT Terre Haute, Ind.—Citizens Bcstg. Co., 1300 kc. Changed from WWVR.

KWMT Fort Dodge, Iowa—American Bcstg. Inc., 540 kc. Changed from KEOK.

WICU Erie, Pa.—Community Service Bcstg. Co., 1330 kc. Changed from WIKK.

WEZL Richmond, Va.—Chesterfield Bcstg. Co.

WHYE Roanoke, Va.—Roanoke Bcstg. Co., 910 kc. Changed from WRKE.

WEUP Huntsville, Ala.—Leroy Garrett, 1600 kc.

WHSM Hayward, Wis.—WJMC Inc., 910 kc.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KPAX San Bernardino, Calif.—Imperial Bcstg. System Inc., 99.9 mc.

KCMK Kansas City, Mo.—FM Bcstg. Inc., 93.3 mc.

WMTW-FM Mt. Washington, N. H.—Mt. Washington TV Inc., 94.9 mc.

WRFM New York, N. Y.—Long Island Bcstg. Co., 105.1 mc. Changed from WWRL-FM.

WLNA Peekskill, N. Y.—Highland Bcstg. Corp., 109.9 mc.

WQAL Philadelphia, Pa.—George Voron & Co., 106.1 mc.

WYSO Greene County, Ohio—Antioch College of Yellow Springs, 91.5 mc. Changed from WAEE.

KACE-FM Riverside, Calif.—Ray Lapica, 92.7 mc.

KRON-FM San Francisco, Calif.—The Chronicle Publishing Co., 96.5 mc.

WINZ-FM Miami, Fla.—Rand Bcstg. Co., 99.9 mc.

WFDS-FM Baltimore, Md. — William Scott Cook, 97.9 mc.

Ownership Changes

APPLICATIONS

KBCA Beverly Hills, Calif.—Seeks assignment of cp from **High Fidelity Bcstrs.** to **Radio Beverly Hills.** Corporate change. No control change. Announced Oct. 28.

KYOS Merced, Calif.—Seeks transfer of negative control of licensee corp. **(KYOS Inc.)** from **Donald B. McCormick** to **Frank J. Flynn** for $41,250. Mr. Flynn is vice president, manager and 10 shares owner of **KFLY Corvallis, Ore.** Announced Oct. 24.

WAHR Miami Beach, Fla.—Seeks assignment of license from **Alan Henry Rosenson** to **Alan H. Rosenson** and **Yvette Rosenson** d/b as **Mercantile Bcstg. Co.** Corporate change. Announced Oct. 28.

WJDM (TV) Panama City, Fla.—Seeks acquisition of positive control of permittee corp. **(WJDM-TV Inc.)** by **Mel Wheeler** through purchase of stock (96%) from **J. D. Manly** for $10,000 within six months of FCC approval plus promissory note for $50,000 plus interest. Mr. Wheeler is president, general manager and 25% stockholder of **WEAR-AM-TV Pensacola, Fla.,** and general manager and 2% stockholder of **WJDM Panama City, Fla.** Announced Oct. 24.

KART Jerome, Idaho—Seeks transfer of control of licensee corp. **(Northside Bcstrs. Inc.)** from **Karl L. Metzenberg** and **Herbert E. Everitt** to **Frederick M. Parry** for $35,000. Mr. Parry has been engineer-in-charge at **Radio Free Europe** transmitting plant in Germany. Announced Oct. 28.

KSHO-TV Las Vegas, Nev.—Seeks transfer of control of permittee corp. **(Television Co. of America Inc.)** from **Frank Oxarart, Albert Zugsmith, John D. Feldman, Arthur B. Hogan, Ira Laufer** and **Morton Sidley** to **Nathan Adelson** and **Mervyn Lee Adelson** for $70,000. Mervyn

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Adelson (50%) is in food markets, as is Nathan Adelson (50%). Announced Oct. 28.

KLEA Lovington, N. M.—Seeks assignment of license from **Lea County Bcstg. Co.** to **Lea County Bcstg. Co.** (a corp.). Corporate change. No control change. Announced Oct. 28.

WKBW Buffalo, N. Y.—Seeks acquisition of positive control of licensee corp. **(WKBW Inc.)** by **Clinton H. Churchill** through purchase of stock from **Churchill Tabernacle Inc.** for $7,301.50. Announced Oct. 30.

WOV New York, N. Y.—Seeks relinquishment of positive control of licensee corp. **(WOV Bcstg. Corp.)** by **Moris S. Novik** through transfer of stock to **Edna M. Hartley** and **Georgia L. Weil** (19%) for total of $7,600, plus the purchase of certain promissory notes. Control will be equally divided by the Hartley-Weil interest and the Novik interest. Announced Oct. 29.

WTRY Troy, N. Y.—Seeks assignment of license from **Tri-City Radio Inc.** to **The WTRY Bcstg. Corp.**, subject to approval of sale of WTRY stock [For The Record, Oct. 21]. Announced Oct. 25.

KRMW The Dalles, Ore.—Seeks transfer of control of licensee corp. **(Radio Mid-Columbia Inc.)** from **Harold L. Newhouse, Gerald K. Webb Sr., F. L. Phillips Sr., Collin R. Matheny, R. P. McRae, Orin C. Mills** and **W. H. Myers** to **Oliver B. Earl** for $18,000 loan. Oliver Earl is general manager of KRMW. Announced Oct. 30.

WSAN Allentown, Pa.—Seeks involuntary assignment of license from **B. Bryan Musselman, Olivia P. Musselman** and **Reuel H. Musselman** d/b as **Lehigh Valley Bcstg. Co.** to **Olivia M. Barnes** and **Reuel H. Musselman**, individually and as executors of the estate of B. Bryan Musselman, deceased. Announced Oct. 30.

WYSR Franklin, Va.—Seeks relinquishment of positive control of licensee corp. **(WYSR Inc.)** by **S. L. Goodman** through transfer of 15 shares (1%) of stock to **Howard H. Keller** (50%). Announced Oct. 29.

KKEY Vancouver, Wash.—Seeks involuntary transfer of control of licensee corp. **(Western Bcstg. Co.)** from **Charles Weagant** and **Ralph Weagant** to **Biruite A. Weagant**, executrix of estate of Charles Weagant, deceased. Announced Oct. 24.

Clarksburg, W. Va.—Seeks transfer of control of licensee corp. **(Harrison Corp.)** from **George F. Wilson Jr.** to **Mason C. Deaver** (53.3%) and **Maruma R. Deaver** (46.7%) for $20,382. Mason Deaver is former president, general manager and owner (with Maruma Deaver) of **WPUV Pulaski, Va.** Announced Oct. 25.

Hearing Cases

FINAL DECISIONS

By order of Oct. 30, Commission (1) on request by **Palmetto Radio Corp. (WNOK-TV** [ch. 67] **Columbus, S. C.)**, dismissed latter's protest; (2) affirmed March 20 grant to **Georgia-Carolina Bcstg. Co.** for change in tv trans. site of **WJBF** (ch. 6) **Augusta, Ga.**, to a point near Beech Island, S. C., about 10 miles southeast of present site, increase ant. height from 610 to 1370 ft., and make changes in ant. system, and (3) terminate proceedings in Docket 12020.

By order of Oct. 30, Commission (1) on request by **Great Lakes Television Co. (WSEE** [ch. 34] **Erie, Pa.)**, dismissed latter's protest; (2) affirmed June 28 grant to **Dispatch Inc.**, for mod. of cp for tv station **WICU** (ch. 12) **Erie**, to change trans. location to a site 5.6 miles southeast of center of city and increase ERP to 158 kw aur. and 316 kw vis., and (3) terminated proceedings in Docket 12143.

By memorandum opinion and order of Oct. 30, Commission granted motion by **Spartan Radiocasting Co. (WSPA) Spartanburg, S. C.**, to extent of including issue proposed by Commission's Broadcast Bureau in proceeding on applications of **Wayne M. Nelson, Concord, N. C.**, and **Fred H. Whitley, Dallas, N. C.**, for new am stations to operate on 960 kc (Dockets 12095-6).

By order of Oct. 30, Commission denied motion by **Wayne M. Nelson, Concord, N. C.**, to delete issue No. 2 in proceeding on his application and that of **Fred H. Whitley, Dallas, N. C.**, for new am stations to operate on 960 kc (Dockets 12095-6).

By memorandum opinion and order of Oct. 30, Commission affirmed ruling of hearing examiner denying motion of the Broadcast Bureau to change place of hearing from **Los Angeles, Calif.**, to **Washington, D. C.**, in proceeding on revocation of tv construction permit of **Nevada Telecasting Corp.** (KAKJ ch. 4) **Reno, Nev.** (Docket 11735).

Commission en banc, by Comrs. Doerfer (Chairman), Hyde, Bartley, Mack, Craven, and Ford, took following actions in the Indianapolis, Ind., ch. 13 proceeding in Docket 8906, et al.:

By memorandum opinion and order, Commission denied petitions by (1) **WIBC Inc.** and **Mid-West T. V. Corp.** for hearing, reconsideration and stay of March 8 decision (which granted **Crosley Bcstg. Corp.** cp for new tv station to operate on ch. 13 in **Indianapolis** and denied competing applications of **Indianapolis Bcstg. Inc., WIBC Inc.**, and **Mid-West T. V. Corp.**) and for immediate suspension of June 21 actions which denied petitioners' previous pleadings, and (2) **Indianapolis Bcstg. Inc.**, for rehearing, except to extent of modifying June 21 order as noted in text of today's memorandum opinion and order. Comrs. Hyde and Bartley dissented and issued statements. Comr. Ford concurred and issued statement.

By memorandum opinion and order, Commission denied pleadings by **Mid-West T. V. Corp.** and **WIBC Inc.**, seeking reconsideration of June 21 memorandum opinion and order which denied requests for reargument: Comrs. Hyde and Bartley dissented and issued statements. Comr. Craven abstained from voting.

By memorandum opinion and order, Commission denied petitions by **Indianapolis Bcstg. Inc.**, and **Mid-West T. V. Corp.**, to reopen record in the comparative proceedings, to designate for hearing **Crosley** application for mod. of cp of **WLWI** to change type trans. ant. system and make other equipment changes, and to consolidate the two proceedings. Comr. Hyde abstained from voting. Comr. Bartley dissented and issued statement. Announced Oct. 25.

INITIAL DECISIONS

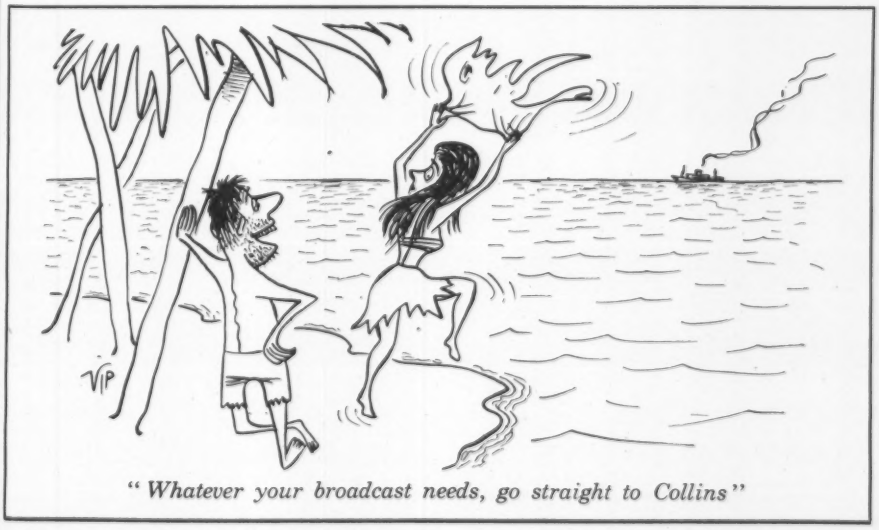
Commission on Oct. 24 ordered that initial decision which looked toward grant of the application of **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Tex.** (Docket 11934), which would have become effective on Oct. 28 pursuant to Sec. 1.853 of the rules, shall not become final pending further review by the Commission, particularly with respect to the agreements of **Texas Telecasting Inc.**, and **Bryant Radio** and **Television Inc.**, to donate certain sums of money to Texas Technological College. Announced Oct. 25.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of **St. Charles County Bcstg. Co.** for new am station to operate on 1460 kc, 5 kw, DA, D, at St. Charles, Mo. (Docket 12070; BP-11066). Announced Oct. 25.

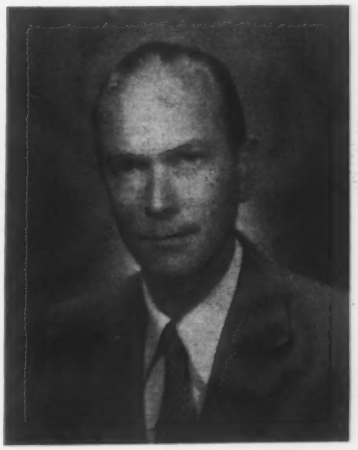
Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of **Huntington-Montauk Bcstg. Co. Inc.**, to change location of trans. site and main studio of **WGSM** (740 kc, 1 kw, D) from **Huntington, Long Island, N. Y.**, to **Deer Park, Long Island** (Docket 11722; BP-9436). Announced Oct. 25.

Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of **Whatcom County Bcstrs.** for new am station to operate on 930 kc, 1 kw D, in **Bellingham-Ferndale, Wash.** (Docket 12030).

Hearing Examiner Herbert Sharfman issued



"Whatever your broadcast needs, go straight to Collins"



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initial decision looking toward grant of application of **Great Trails Bcstg. Corp.** for renewal of license of station **WING Dayton, Ohio** (Docket 12103).

By order of Oct. 30, Commission made effective immediately initial decision and granted application of **North American Bcstg. Co.** for new am station **(WMNI)** to operate on 920 kc, 500 w DA-1, unl., in **Columbus, Ohio,** and dismissed as moot petitions by North American (Docket 12142).

By order of Oct. 30, Commission made effective immediately initial decision and granted application of **Independence Bcstg. Co. Inc.,** to change assignment for station **WHAT-FM Philadelphia, Pa.,** from 105.3 mc to 96.5 mc (Docket 12154).

By order of Oct. 30, Commission made effective initial decision, after deleting paragraphs 5 and 6 of its conclusions, and granted application of **KCBQ Inc.,** for cp to increase power of station **KCBQ San Diego, Calif.,** from 1 kw N, 5 kw LS, DA-N, to 5 kw N, 50 kw LS, with four-element array daytime and six-element array nighttime, operating on 1170 kc (Docket 11980).

Commission Instructions in Hearing Cases

Commission on Oct. 30 directed preparations of documents looking toward:

Granting request by **Lawrence M. C. Smith** to withdraw exceptions and affirming and reinstating July 18, 1956 grant of assignment of license and cp of station **WGMS Bethesda, Md.,** and license of **WGMS-FM Washington, D. C.,** from **The Good Music Station Inc.,** to **RKO Teleradio Pictures Inc.** (Docket 11821).

Granting application of **Knorr Bcstg. Corp.** to increase day power of station **WKMF Flint, Mich.,** from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc with 1 kw N (Docket 11676).

NARBA Notifications

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F of North American Regional Broadcasting agreement, Washington, D. C., 1950.

CUBAN

800 kc

CMJS Ciego de Avila, Camaguey—1 kw ND U Class II. Now in operation.

840 kc

CMJM Ciego de Avila, Camaguey—0.5 kw ND U Class II. (Continue on this frequency, vide 1080 kc.)

1020 kc

CMHS Caibarien, Las Villas—0.1 kw ND D Class II. Now in operation.

1080 kc

CMJM Ciego de Avila, Camaguey—0.5 kw ND U Class II. Delete assignment. (Vide 840 kc.)

CMHE Encrucijada, Las Villas—0.25 kw ND U Class II. Immediately on this frequency.

1090 kc

CMHE Encrucijada, Las Villas—0.25 LS 0.1 N U Class II. Delete assignment. (Vide 1080 kc.)

1110 kc

New Camaguey, Camaguey—1 kw D DA 0.25 N U Class II. Immediately.

1280 kc

CMDP Victoria de las Tunas, Oriente—0.25 kw ND U Class IV. Now in operation.

1580 kc

CMDS Holguin, Oriente—0.25 kw ND D Class II. Now in operation.

New Varadero, Matanzas—0.25 kw DA U Class II. (Correction to List No. 2/57.)

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments of Mexican broadcast stations (Mimeograph 47214-6) attached to recommendations of North American Regional Broadcasting Agreement Engineering meeting Jan. 30, 1941.

MEXICAN

570 kc

XEGG Culiacan, Sinaloa—1000 w D 250 w N U Class IV. 3/14/58. (New.)

680 kc

XEFJ Teziutlan, Puebla—1 kw D 100 w N ND U Class II. 3/14/58. (Provisional—operation with 100 watts night without directional antenna and modified classification.)

960 kc

XEIQ Ciudad Obregon, Sonora—750 w D 500 w N U Class III 8/14/47. (Change in call letters from XEOP.)

990 kc

XET Monterrey, Nuevo Leon—50 kw DA-N U Class II. 12/14/57. (Increase night power.)

1010 kc

XEDX El Zauzal, Baja California—500 kw D 250 w N U Class II. 8/14/57. (Modification of the conditions of operation.)

1110 kc

XEVS Villa de Seris, Sonora—250 w ND D Class II. 8/14/57. (Correction in time of operation.)

1190 kc

XEWK Guadalajara, Jalisco—10 kw DA-N U Class I-B. 8/14/57. (Change in call letters from XERP.)

1330 kc

XEFJ Teziutlan, Puebla—1000 w D 100 w N ND U Class IV. (Delete assignment upon commencement of operation on 680 kc.)

1360 kc

New Manzanillo, Colima—1000 w D 100 w N U Class IV. 8/14/57. (Correction in classification.)

1380 kc

XEVW Ciudad Victoria, Tamaulipas—1000 w D D Class II. 3/14/58. (New.)

1450 kc

XEPY Progreso, Yucatan—250 w ND U Class IV. 3/14/58. (New.)

1480 kc

XEPR Peza Rica, Veracruz—10 kw D 500 w N U Class III. 7/14/57. (Increase day power.)

1490 kc

XEPA Puebla, Puebla—250 w ND U Class IV. 8/14/57. (Correction in characteristics of operation.)

Routine Roundup

ACTIONS ON MOTIONS

By Hearing Examiner Hugh B. Hutchison
October 23

Granted motion of **WHAS Inc. (WHAS-TV** ch. 11), **Louisville, Ky.,** for continuance of hearing to Jan. 6, 1958, in proceeding on its application for cp to change trans. and ant. location.

By Hearing Examiner J. D. Bond
October 22

Issued order after first prehearing conference re application of **United Broadcasting Company Inc., Carolina Broadcasting System Inc.,** and **New Hanover Broadcasting Company,** for cps for new tv stations to operate on ch. 3 in **Wilmington, N. C.** Hearing which was scheduled to be commenced on Oct. 21, pursuant to agreement of parties, was postponed indefinitely.

By FCC

On petition by **Community Broadcasters Association Inc.,** Commission on Oct. 24 granted extension of time for filing comments from Nov. 1 to Dec. 2, and for filing reply comments to Dec. 12 in the matter of amendment of Part 3 of the Commission's rules and regulations and technical standards concerning the power limitation of Class IV am stations.

By Chief Hearing Examiner James D. Cunningham on the dates shown

By memorandum opinion and order, denied second petition to intervene in proceeding on application of **Western Nebraska Television Inc.,** for cp for new tv station to operate on ch. 13 in **Alliance, Neb.,** filed by **Frontier Broadcasting Co.**

Granted petition of **Ponce de Leon Bcstg. Co. Inc.,** for dismissal of its protest relative to Commission's action of Aug. 1, granting without hearing application of **American Colonial Bcstg. Corp. (WKBM-TV), Caguas, P. R.,** for mod. of cp, and proceedings are dismissed. Action Oct. 24.

Ordered that hearing scheduled for Oct. 25 is continued to Oct. 29 re am application of **OK Bcstg. Co., Mobile, Ala.**

By Hearing Examiner Basil P. Cooper
October 25

By memorandum opinion and order, granted petition of **Hall Bcstg. Co. Inc., Los Angeles, Calif.,** for leave to amend its fm application to change tran. site., etc., and denied motion of **Richard C. Simonton** to strike or dismiss Hall's petition to amend its application and in the alternative, opposition thereto, and the condition to Hall's petition by the Broadcast Bureau is denied.

Granted petition of **The KBR Stations Inc., Keene, N. H.,** for leave to amend its am application to specify operation on 1010 kc, 1 kw D, in lieu of 1490 kc, 250 w U, and application as amended is removed from hearing docket; retained in hearing status application of **WKNE Corp., Brattleboro, Vt.;** cancelled further prehearing conference scheduled for Dec. 16, and scheduled evidentiary hearing for Nov. 8.

Granted petition of **Basin Bcstg. Co., Durango, Colo.,** for continuance of prehearing conference from Oct. 29 to Nov. 18 and evidentiary hearing from Nov. 14 to Dec. 2 in proceeding on its am application.

By Hearing Examiner Charles J. Frederick
October 24

Ordered that hearing scheduled for Nov. 5 is rescheduled for Jan. 7, 1958 re mod. of cp of **Capitol Bcstg. Co. (WJTV), Jackson, Miss.**

By Hearing Examiner Millard F. French
October 24

By agreement of parties, ordered that prehearing conference is continued from Oct. 25 to Oct. 31 re application of **KTAG Associates (KTAG-TV), Lake Charles, La.,** for mod. of cp to change from ch. 25 to ch. 3 and **Evangeline Bcstg. Co. Inc.,** and **Acadian Television Corp.,** for cps for new tv stations to operate on ch. 3 in **Lafayette, La.**

By Hearing Examiner Elizabeth C. Smith
on dates shown

Granted motion of **Booth Radio & Television Stations Inc. (WJVA), South Bend, Ind.,** for extension of date to Oct. 30 for exchange of exhibits, and of hearing from Oct. 31 to Nov. 21, and counsel will notify other counsel what witnesses, if any, are desired for cross examination on or before Nov. 15, in lieu of date previously fixed in am proceeding on Booth's application and that of **Allegan County Bcstrs., Allegan, Mich.** (Action Oct. 23.) granted petition of Booth Radio for leave to amend its application to show engineering changes which will result in reducing the amount of interference to Allegan County and for retention of application in hearing status. (Action Oct. 25.)

By Hearing Examiner H. Gifford Irion
October 25

Upon oral request of **Nobel-DeKalb Bcstg. Co.**

Continued on page 109

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 1

Beaumont, Tex., ch. 6 (9-30-57).

AWAITING ORAL ARGUMENT: 8

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57); Mayaguez, P. R., ch. 3.

IN HEARING: 7

Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 10

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; Boston, ch. 5; Springfield, Ill., ch. 2; Charlotte, N. C., ch. 9; Biloxi, Miss., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Indianapolis, Ind., ch. 13.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
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Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-6760

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, BROADCASTING.

New fulltime in metropolitan market of 640,000 staffing. Sales, pd, sports and other. Want pros. Challenging opportunity. WMNI, 1375 Sunbury Rd., Columbus, Ohio.

Management

Manager wanted immediately for radio station in metropolitan Canadian city. The right man should be strong on sales and promotion and willing to accept real challenge to build up station. Excellent opportunity for man not afraid of plenty of work at least for the first year. Excellent salary and incentive. Also wanted, three salesmen. Rush full details and previous experience to Box 718B, BROADCASTING.

Sales minded station manager. Also need an account executive for outstanding Florida station. All replies confidential to Box 789B, BROADCASTING.

Carolina fulltime 250-watter wants general manager who is strong, strong, strong on sales and energy. Age not important. Ability is! Our salary-plus-over-ride proposition can mean $12,000.00 yearly to right man. Box 800B, BROADCASTING.

Need a combo manager-salesman for small southwest single market. Must be capable of personal sales, as well as organizational ability to train others in competitive market. Must have knowledge of agency and regional accounts. Box 802B, BROADCASTING.

Growing Minneapolis independent. Opportunity for experienced man to take over management and sales. Salary plus. Box 825B, BROADCASTING.

Manager-salesman-promoter for solid, excellent home-town station. Contact Bevins, WMLF, Pineville, Kentucky.

Sales

Good opportunity in Wilmington, Delaware for experienced man who can sell radio. Guaranteed $125 per week against 15%. Personal interview necessary. List age, education, experience, present billing. Box 685B, BROADCASTING.

Wanted: Salesman for tough Kansas market. Proven record. Interview necessary. Top wages plus 15%. Management opportunity. Box 781B, BROADCASTING.

Illinois station has opening for salesman. Established territory, straight commission. If you're worth $7,000 a year, write Box 794B, BROADCASTING.

Real future for right man. Strong Memphis independent. Top money, excellent opportunity. Box 826B, BROADCASTING.

Sales manager, executive caliber. Excellent earnings for man who can produce. Expanding Boston independent. Box 827B, BROADCASTING.

Live like a millionaire, and start making your million while you're doing it. Come to California! . . . not just for the winter . . . but for a permanent sales position with a young, aggressive, expanding organization. We'll meet your terms if you're an experienced salesman with a proven production record . . . so no matter how well you're doing now, this is your big chance to make the break to California . . . to start striking it rich without any cut-back from your present income. Apply Radio Station KJOY, Hotel Stockton, Stockton. You'll be glad you did!

Good, steady salesman for one of the best markets in the country. A real deal for the right man. Contact Clyde Wilson, KWFC, Hot Springs, Arkansas.

We are looking for a saleslady to assist in radio time sales. We would like one with either agency or station experience. A guaranteed salary plus commissions to handle specialty accounts. Some air time if desired. Send photo and full information. WFRO, Fremont, Ohio.

RADIO

Help Wanted—(Cont'd)

Sales

Immediate opening for experienced salesman. Established accounts and market. Guarantee against commission. This is a well paying position for the ambitious salesman. Send full information, experience and photo. You will be called by phone for personal interview if your qualifications meet requirements. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Account executives: Two stable, experienced sales-executive type men for local radio-tv time sales department. $8,000 to $10,000 year potential. Write, phone or see Keith Oliver, Sales Manager, WJIM, Lansing, Michigan.

New station covering large area wants top salesman. WOIA. Saline, Michigan.

Announcers

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, BROADCASTING.

Need immediately: Top production announcer for southern Alabama outstanding CBS affiliate. Music—news. 30,000 population. Excellent pay for right man. Must have good voice, be quality and production conscious, collect and write news. Need man full of enthusiasm for new radio conceptions. Send full resume, tape of production work and salary requirements to Box 702B, BROADCASTING.

Need tape, resume, photo from versatile announcer. 50 kw central New York station. Box 762B, BROADCASTING.

Radio-combo man (experienced sales, board) with 1st class phone for hottest news station in southern California. $300.00 for 20 hours board work, 15% on sales. Box 798B, BROADCASTING.

Immediate opening for staff announcer qualified also as newsman. 1,000 watt independent near Chicago. Personal interview necessary, detail age, education, experience in resume. Box 821B, BROADCASTING.

Program director-announcer for 5000 watt station in New England. Must be mature, responsible and able to handle personnel. Send resume and tape with news, commercials and sample music program. Box 835B, BROADCASTING.

Have opening announcer $65.00 a week to start, 40 hours week. Call 5-2431, KDLK, Del Rio, Texas.

Top morning man for regional independent in growing community. Send tape and resume to KFRD, Rosenberg, Texas.

Opportunity for married staff announcer. Send resume. ABN Network. KFRO, Longview, Texas.

Announcer who knows concert music wanted by am station in metropolitan market. Must have first phone. West Coast applicant preferred. Send complete details, audition tapes via air mail. KGMS, Hotel Senator, Sacramento.

Top money to top men! Number one music and news indie has immediate openings for personality dee-jays-grow with Kansas' fastest growing station, must have first phone, but no maintenance work required. Write, wire or phone collect, Ed Schulz, KJAY, Topeka, Kansas.

Experienced announcer. Can also sell at high percentage, to later become commercial manager. Contact Dr. F. P. Cerniglia, Radio Station KLIC, Monroe, Louisiana, Fairfax 3-4617.

Announcer with first phone, no maintenance, contact G. C. Packard, KTRC, Santa Fe, N. M.

Announcer with approximately one year experience looking for permanency and a real future, for morning show. Send tape, resume and pictures to WARK, Hagerstown, Maryland.

Bright friendly morning man. Phone 30592. WATG, Ashland, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

$100.00 per week at fulltime network kilowatt for experienced announcer to assume some pd responsibilities. You'll like station facilities, coworkers, growing town of 18,000. Contact Howell Ashford, WCRK, Morristown, Tennessee.

Two experienced announcers. One who knows hillbilly and can work pop. Good salary and working conditions. Give all details and tape in first letter. Positions must be filled immediately. Nathan Frank, WHNC, Henderson, N. C. Phone 7136.

Announcer with first phone, prefer man interested in additional earnings through sales and production work. Contact WSNT, Sandersville, Georgia. Telephone 2583-3174.

Will pay good bucks to bright announcer who can make dj show really move. No screamer, but lots of punch. Some news, added opportunities in tv. Send photo, tape and resume to Program Director, WVET, Rochester 4, New York.

Experienced staff announcer, specialize in sports. 734 McKinley Place South, St. Cloud, Minnesota.

$150 wk to rhyming dj who can intro records in rhyme "singing rage, Patti Page," etc. Experienced. Bright voice. Call Akron, Ohio, Blackstone 3-6171.

Technical

Engineer-announcer with first class ticket for clear channel Alabama station. Good pay and pleasant working conditions. Send tape and resume to Box 775B, BROADCASTING.

Need an engineer-announcer for small southwest single market. Prefer man from the southwest. Box 801B, BROADCASTING.

Wanted engineer for 500 watt network affiliate, south, must stay sober, be cooperative, energetic with good character. Full information photo, references required first letter. Box 804B, BROADCASTING.

Chief engineer, immediate opening, 5 kw fulltime midwest directional. Wonderful opportunity. Box 831B, BROADCASTING.

Combination engineer-announcer needed immediately. Good salary. Excellent working conditions. Call, wire or write Les Ryder, KCIL, Houma, Louisiana.

First phone, some announcing. Established 5 kw independent, Shenandoah Valley. New equipment. Ideal working and living. WHBG, Harrisonburg, Va.

Wanted: Engineer, radio. Young man, holder of first phone. Can be beginner, technical school or equivalent background preferred. Some maintenance work, no announcing. Write or phone Chief Engineer, Radio Station WIMA, Lima, Ohio.

Engineer, wanted for maintenance of am-fm station. Salary $4420.00 to $5200.00 a year, depending. Write or call S. A. Hassan, Radio Station WROY, phone 4161, Carmi, Illinois.

Immediate opening, first phone operator. WSYB, Rutland, Vermont.

Engineer, first phone. Experience not needed. Chance to get some announcing. Salary $80.00 to $90.00. Call Ronceverte, W. Va. Phone 300.

Production-Programming, Others

Office girl. Good typing, bookkeeping, shorthand, permanent position. Will train. Box 782B, BROADCASTING full details and picture.

Fine opportunity for newsman with strong midwest tv-radio outlet. Want man who can report and write local news and do both tv and radio air work. Send full information, tape, availability, salary, experience and photo to Box 819B, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

News editor for regional station that accents on news. Salary commensurate with ability. Tape, photo and resume to KFRD, Rosenberg, Texas. Wire.

News director and assistant needed for KHMO, Hannibal, Mo. 5000 watt independent fulltime. Finest setup in country. Mobil units, new studios. Local news most important part of our business. Send qualifications, tape, picture, references to James F. Jae, Mgr., salary open.

Newsman. Radio-television, capable leg and air man with small market station experience who can gather, write, and air news; journalism education background preferred; married; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85 for 40 hours. Salary commensurate with experience and ability. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Program director for CBS affiliate. Wanted: intelligent administrator, imaginative and creative, with programming production and promotion knowhow, adept with personnel. Last pd promoted to new position. Send resume, tape, to WSOY, Decatur, Illinois.

RADIO

Situations Wanted

Male lion: 2 years old. 300 pounds. Has done bang-up job in promotion department in radio station, desires similar position with other progressive outfit. $300.00 includes permanent cage and trailer cage. Is quite tame. Will eat right out of your hand. Contact Don "Lefty" French, KTSA, San Antonio.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC commercial (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire licensed technicians.

Grantham Training Does the Job

Grantham School of Electronics specializes in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Our free booklet gives details of both types of courses. Send for your free copy today.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 14-E

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name .....

Address .....

City ..... State .....

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Permanent location, with opportunity of part ownership. Experienced all phases. Box 807B, BROADCASTING.

A man of ideas, hard worker, proven ability, wide experience in selling and programming. Have had outstanding success as manager. Available after December 1st in the eleven western states. Box 813B, BROADCASTING.

Commercial manager. 7 years with national representative selling radio and television and prior experience with one of nation's outstanding "good music" radio stations. For 10 years sold and serviced for major network. Thorough knowledge of representation, radio station selling, network relations and even newspaper sales experience. So I'll know you and your competition. Superior representative and station references as to character, sales and managerial ability. Married, two children. Box 832B, BROADCASTING.

Sales

Eleven years sales, three sales manager. 31, family, active in community affairs. Fine record, good references. Will make you money as sales, general manager. Box 809B, BROADCASTING.

Sales manager, experienced in all phases of radio. Available immediately as station or commercial manager. Reliable, progressive, college. Will listen to all reasonable offers. Would also consider sales position in tv. Box 829B, BROADCASTING.

Announcers

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, BROADCASTING.

Top-rated country and western deejay. First phone. No maintenance. Box 575B, BROADCASTING.

Baseball announcer-pd, desires more minor league experience in good market. Currently employed in midwest market of 500,000. University graduate. Box 682B, BROADCASTING.

Young announcer. Has experience. Personality. Audition in person or tape on request. Will travel. Improvement and advancement goal. Start immediately. Box 753B, BROADCASTING.

Top dj-news. 1½ years experience. Former AFRS staff and traffic manager. Impressive commercial reader. Prefer Illinois, Wisconsin, Indiana. Will build audience for you. Desire permanent position as dj. Full knowledge of music. Married, 27. Tape and resume on request. Box 778B, BROADCASTING.

Young man desires announcing position in radio. Combo, experienced; one year 5 kw am. Graduate, LeLand Powers Radio School; single, will travel. Box 783B, BROADCASTING.

DJ beginner, capable, eager to please, salary second to opportunity. Grad N. Y. radio school. Tape and resume immediately on request. Box 785B, BROADCASTING.

Girl personality, dj, run own board, eager to please. Free to travel, gimmicks and sales. Box 786B, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc., run own board. Steady, eager to please, go anywhere. Box 787B, BROADCASTING.

Experienced disc jockey. Country and western. Professional singer and guitarist. Consider any location. Box 793B, BROADCASTING.

Radio announcer, negro, thoroughly trained in news, commercials, and dj work. Tape available. Box 796B, BROADCASTING.

Experienced announcer: 22, single, one year college. Personality dj. Distinguished news presentation and interviews. Will travel. Box 797B, BROADCASTING.

Looking for announcer that sells hard, sells soft when needed, understands value of personality in radio shows? I'm your man. Will work hard for station with opportunities. Box 805B, BROADCASTING.

Music-news—announcer-ticket, no maintenance, some experience. $400 minimum. Box 806B, BROADCASTING.

Staff announcer—schooled at Cambridge Radio and TV. Strong commercial delivery, news dj. Tape on request. Box 810B, BROADCASTING.

Top-notch announcer-dj-news. Now in metropolitan sw market. Tight production, 8 years experience all phases. Married. Degree. $100. Box 817B, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Young announcer. Fully trained. 2 years college. Run board. Willing to learn, travel. Hard-working. Strong on dj and commercials. Will send tape, resume, photo. Box 822B, BROADCASTING.

Announcer: Radio-tv seeking man with versatile convincing "sell" appeal! That's me! Excellent potential, enthusiastic, mature, aggressive. Production-minded-capable writer. Looking for permanency and future. Box 823B, BROADCASTING.

Announcer-dj. 10 years radio. 1 year tv. Professional. Immediately available for major eastern market. Box 828B, BROADCASTING.

Announcer-dj. 7 years experience, 1st phone, wishes to locate in Florida. Box 830B, BROADCASTING.

Announcer, experienced, music, news, sports, commercials; operate board. Tape available. Box 843B, BROADCASTING.

Have experience: Staff radio announcer (news, sports, dj) radio sales, servicing, copywriting, tv production-major program. Will travel. Anywhere to do any or all of above. For resumes, tapes, write: Box F, 250 Brower Avenue, Rockville Center, N. Y.

Florida: First phone - announcer - writer - news. Mature beginner. Radio or tv. E. Friend, General Delivery, Daytona, Florida.

Staff announcer-salesman. Would like to move to bigger things. One year's experience. Presently employed at Mutual affiliate in Kentucky. Originally from the Chicago area, so would prefer working within a two-hundred mile radius of Chicago. George A. Ryan, 203½ Scott Ave., Pikeville, Kentucky.

Technical

Seeking job as radio or tv engineer with first class ticket. Can handle any job plus personnel. Best of references. Box 574B, BROADCASTING.

Engineer, 7 years experience am and fm, transmitter, studio operation, remotes, remote control, maintenance, construction. Sober, will relocate. Box 735B, BROADCASTING.

Seek permanent position as chief engineer. 15 years experience in all phases of 50 kw radio. 1st phone license. Sober, married, family. Box 777B, BROADCASTING.

Chief engineer-announcer south or southwest. Box 814B, BROADCASTING.

1st phone former chief. College plus night school. 6 years experience radio and television construction and operation, stable not a drifter. Permanent only. Box 818B, BROADCASTING.

Engineer first class license, eight years experience broadcast work, desires job as chief engineer, no announcing. Location north or South Carolina. Box 824B, BROADCASTING.

1st phone am, tv studio, xmitter experience. Family man. Prefer NE, but would consider elsewhere. Box 834B, BROADCASTING.

Young man desires combination work or straight engineering, radio or tv. Have 1st phone. Married, definitely sober, and dependable. Box 837B, BROADCASTING.

Polished metropolitan announcer. Excellent newscaster. First phone. Box 839B, BROADCASTING.

1st phone. 7 years experience am-tv. Control room, xmtr. Box 840B, BROADCASTING.

1st phone engineer, ready to travel. Have training, want experience. Adelard J. Michaud, 1555 N. Bronson Ave., Los Angeles, Calif.

Production-Programming, Others

Program director, but only if position carries full responsibility of that department. 14 years experience, 30 years old, married, sober. Fully qualified to handle all departments of a smooth competitive operation. Civic minded. Box 791B, BROADCASTING.

Gal Friday for busy station. Experienced traffic manager, public relations, programming; also compose singing station promos, jingles, etc. Box 811B, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

News editor. Ten years all phases. Currently with California fifty kw. Prefer far west. Box 816B, BROADCASTING.

Continuity director. Woman. 9 years radio-tv experience. Versatile. Efficient. Available immediately. Excellent references. Box 845B, BROADCASTING.

Jim Dale, 15 years WIND, Chicago, 18 radio, on-off air, seeking programming, sales, radio-tv. Finest references. 36, married, family. Communicate: 532 Ferdinand, Forest Park, Ill.

TELEVISION

HELP WANTED

Announcers

Commercial announcer: Excellent opportunity for man with tv camera experience and proven ability to deliver commercials effectively. Send complete resume to Box 815B, BROADCASTING.

Excellent opportunity for experienced tv-announcer at gulf coast CBS station. Box 842B, BROADCASTING.

Two experienced announcers with control room experience for top regional am and full power vhf-tv. Minimum of two years experience required. Send full information, audio tape labeled, with return postage, and recent picture, to Merritt Milligan, KHQA-TV, WCU Building, Quincy, Illinois.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Full power, with over 300,000 sets, NBC-TV station desires tv studio supervisor. Central U. S. Must be strong on maintenance and economical operation. Excellent working conditions. Possibility of advancement to assistant chief. Send full info to Box 784B, BROADCASTING.

TV film editor for large eastern market. Prefer single person with major interest in film work. Box 844B, BROADCASTING.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Midwest's most progressive television operation, expanding facilities, looking for outstanding production man who also has experience as talent. Also male personality who's first and last name is versatility. Only mature, sober people interested in giving their all in exchange for an unlimited future need apply. Send picture, references and full details first reply. Box 732B, BROADCASTING.

TELEVISION

Situations Wanted

Management

Assistant manager successful am-tv set-up wants to manage am-tv operation or tv station. 13 years experience. Box 799B, BROADCASTING.

Sales

Sales manager, local and regional. 39 years old. 5 years self-employed. 1½ years selling printed space. 4 years selling television in highly competitive two station market. Wrote more than $100,000.00 in local sales last year. Particulars on request. Box 448B, BROADCASTING.

Announcers

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Keep your station on the air day and night! Two first class engineers will travel anywhere as a team. Board operating, heavy maintenance, installation. Box 790B, BROADCASTING.

Production-Programming, Others

News director. Now employed. Wants stepup to larger operation. Ten years, all phases of news-gathering. No drifter. Box 776B, BROADCASTING.

Talented, imaginative director-announcer-air personality seeks new opportunity. 4 years tv, all phases. Top weathercaster, children's personality, cartoonist. Solid programming-production background. Box 792B, BROADCASTING.

Producer-director-writer. Currently in New York tv film. Formerly with major market eastern station in live production. Northwestern University graduate. Available now. Details furnished. Box 833B, BROADCASTING.

News-public affairs director. With top network 13 years. Available first of year. Thirty-five years old. Searching for top station in Los Angeles area anxious to improve news ratings and win awards. Write Box 836B, BROADCASTING.

FOR SALE

Stations

All, majority, or minority interest in good, established, progressive independent operation in southeast. Only experienced, capable, and financially responsible individual or firm will be considered. Box 756B, BROADCASTING.

Alabama single station market, new plant, $35,000 total, half on terms. Paul H. Chapman Company, 84 Peachtree, Alabama.

California fulltime kilowatt! $200,000.00, $60,000.00 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable Box 946A, BROADCASTING.

Chicago transformer. Single phase. 115 and 220 volt primary. 54 volt ampere rating. Secondary 1200 watt test. Secondary voltages 3000, 3150, 3300 at 1.5 amps. Used as is. Make offer. Freight collect. Box 795B, BROADCASTING.

Ampex 350 tape recorder. Dual track. 7½ and 15 i p s. Enclosed rack mount. One year old. $975.00. Box 803B, BROADCASTING.

FOR SALE—(Cont'd)

Equipment

Co-axial cable 1⅝" Teflon, Andrew type 551, brand new, in original shipping crates. 1,500 feet, sell all or part. Make offer. Pete Onnigian, KBET-TV, Sacramento, Calif.

For sale: 38 Pc Prodelin 635-100R 3⅛" 50 ohm Teflon transmission line. 38 Pc. Prodelin 835-302R 50 ohm anchor insulator. 30 RCA M1 19113-33 long non-insulated 3⅛" coax spring hanger. All items used less than 60 days. Priced well below new cost. C. E. Wallace, WANE-TV, Fort Wayne, Indiana.

For sale. Miscellaneous broadcasting equipment. For complete list write WEAV, Plattsburgh, N. Y.

Mobile broadcast studio. Converted air line bus. With or without equipment. Range 20 miles. Money maker. WEOK, Poughkeepsie, N. Y.

For sale, two Fairchild 524A1 transcription tables, in good condition. Reasonable. WHRV, Box 608, Ann Arbor, Michigan.

Gates yard console. One year old. New condition. Expanding operations make sale necessary. Price $750.00. Wire or phone WPDQ, Jacksonville, Florida.

1—fm model #506B-2-Western Electric transmitter 88-108 mc.—10 kw. 1—Monitor 335 B—Hewlett Packard. 1—freq. monitor—B.C. 221—A.L. 6 sections of coax 6" x 20' long. 1—elbow 6". 1—Blower system (using Universal Blower) B.E. 25 motor ½ hp—1750 RPM either 110 at 3.5 amps or 220 at 2 amps. 1 Plyon antenna. WTPS, Lee Circle, New Orleans.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

Ampex playpack unit 450B as new, two months use only, $375 for quick sale. F. Latham, Box 2141, Corpus Christi, Texas.

WANTED TO BUY

Stations

Experienced operator with successful record would like lease-option agreement radio station in small or medium size market eastern states only. Box 779B, BROADCASTING.

Experienced radio executives want to least station—option to buy. Major market, never mind profits, just have good signal and potential. Box 780B, BROADCASTING.

Radio executive will invest $2,000 in small midwest or southwest station. Now stockholder-general manager 1000 watt daytimer. 25 years background radio-newspaper management. Excellent references. Box 808B, BROADCASTING.

Stations wanted! New Mexico, Texas, Colorado, Oklahoma, Louisiana, Kansas, Arkansas, Missouri. Private service. Ralph J. Erwin. Broker. The Tuloma Building, Tulsa.

Equipment

Wanted—1 kw fm and monitor. Box 570B, BROADCASTING.

PAY-TV OPPORTUNITY

Television station in prosperous and growing city of 210,000 population. Ideal opportunity for early entry into prosperous Pay-TV. Includes 60,000 square feet of valuable land well located, 5,260 square feet tile and cement block building fully equipped and air conditioned, 450 foot tower, RCA transmitter and Channel 17 radiator. Will sell for less than replacement cost on favorable terms.

Box 820B, BROADCASTING

WANTED TO BUY—(Cont'd)

Equipment

Wanted—Used RCA TVM-1A microwave, used RCA TK-31A camera. New or used fm transmitter, antenna, co-ax, fm frequency and modulation monitors. Box 705B, BROADCASTING.

Wanted, 10 kw am transmitter and accessories including monitors and studio equipment. Box 841B, BROADCASTING.

RF bridge, give type, price, condition. Box 847B, BROADCASTING.

FM exciter panel removed from transmitter converted to multiplex. KCMS, Manitou Springs, Colorado.

Wanted: Used field strength meter, limiter, and audio distortion anylizer. KIYI, Shelby, Montana.

Used television remote equipment. Contact Chief Engineer, WTVH, 234 North Madison Ave., Peoria, Illinois.

3 or 5 kw fm transmitter, accessories, antenna. Best price. Quote shipping charges. FM Broadcasters, Inc., 708 5th Avenue South, Seattle, Washington.

FM transmitter 6 to 10 kw and accessories including monitor and studio equipment. Contact George Voron & Co., 835 N. 19th St., Philadelphia 30, Pa.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

RADIO

Help Wanted

Announcers

Sparkling DJ Wanted by Major Pacific Northwest Station.

Lively, enthusiastic, witty type to enhance tight production format, short meaningful talk. Assignment above scale in top-rated time period. Rush tape, letter, photo to

Box 788B, BROADCASTING

RADIO

Help Wanted—(Cont'd)

Announcers

Wonderful deal for top flite popular music DJ. Must be creative and accustomed to leading the pack. Large midwest regional station, excellent market. Air mail DJ tape plus commercials, resume and picture. Salary open. Unless you're top don't apply.

Box 838B, BROADCASTING

TELEVISION

Help Wanted

The management of WGLV-TV highly recommends the following experienced and capable television personnel:

Director of Programming-Promotion
2 Television Directors
1 Floor Director-Camera Man
1 First Class Engineer
1 Announcer
1 Talent-All-round Girl Friday

These people are immediately available due to our suspension of operations. Write, wire or call General Manager, WGLV-TV, Easton, Pennsylvania for full particulars.

Production-Programming, Others

TOP TV BOARD ANNOUNCER

WANTED

Minimum two year radio or TV announcing experience. Station covers Northwest Washington plus major markets, Vancouver-Victoria, B. C. Minimum starting salary $500.00 up. Send tape letter to KVOS-TV, Bellingham, Washington.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

FOR SALE

Stations

Looking toward Florida? There are 137 stations within its 830 mile stretch—equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta
17 East 48th, New York

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4406 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

General or Sales Manager Southeast

Presently General Manager of small market radio station. Thoroughly experienced general administration, personnel management, credit, collection, publicity, promotion, sales letters, national sales, public speaking.
Have ability to hire, fire and inspire staff salesmen. Love to sell.
35, college, family, five years present location.
Reason for change: MONEY!
Available in January.

Box 846B, BROADCASTING

Inc. (WKTL), Kendallville, Ind., continued from 2:00 p.m., Oct. 25 to Nov. 1 at 2:00 p.m., hearing on its am application.

ACTIONS OF OCTOBER 28

By Commissioner Rosel H. Hyde

Granted petition by **K. C. Laurance, Medford, Ore.**, for an extension of time to Oct. 30 to file reply to "Opposition to 'Amendment to Motion to Enlarge Issues'; Petition to Enlarge Issues," filed by **Philip D. Jackson, Weed, Calif.**, in proceeding on their am application.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearing scheduled for Oct. 29 is continued to Nov. 5 re am application of **OK Bcstg. Co., Mobile, Ala.**

Ordered that hearing scheduled for Oct. 28 is continued to Nov. 5 re am application of **Philip D. Jackson, Klamath Falls, Ore.**

By Hearing Examiner Herbert Sharfman

Ordered that a prehearing conference will be held on Nov. 7 re am application of **Capitol Bcstg. Corp. (WCAW), Charleston, W. Va.**

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 25

KPOK Scottsdale, Ariz.—Granted cp to install old main trans. as an aux. trans. at main trans. site.

WNDB Daytona Beach, Fla.—Granted cp to install new trans.

KELA DeRidder, La.—Granted cp to install new trans.

WANE Fort Wayne, Ind.—Granted cp to install new trans., change studio location, and operate trans. by remote control from studio location.

WPEG Arlington, Fla.—Granted mod. of cp to change type trans., make changes in ground system, change studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WMPT South Williamsport, Pa.**, to 12-31, condition; **KCRE Crescent City, Calif.**, to 11-20; **WRMF Titusville, Fla.**, to 21-31, condition; **WKAT-FM Miami Beach, Fla.**, to 5-12-58; **KBBI Los Angeles, Calif.**, to 2-1-58.

Actions of October 24

WKYV Loyall, Ky.—Granted request for cancellation of cp which authorized new am station; deletion of call letters.

WAUG-FM Augusta, Ga.—Granted permission to remain silent until Nov. 15 due to trouble with fm transmission line and ant. and with final stage of trans.

KSAY San Francisco, Calif.—Granted license for am station.

WTVS Detroit, Mich.—Granted license for tv station.

WLEX-TV Lexington, Ky.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 49 kw, ant. 630 ft., change type trans. and make changes in ant. system.

WSB-FM Atlanta, Ga.—Granted mod. of cp to reduce ERP to 45.5 kw and make change in ant. system (substitute type of ant.).

WEER Warrenton, Va.—Granted mod. of cp to change type trans.

Following stations were granted authority to operate trans. by remote control: **WKMI** (aux.) **Kalamazoo, Mich.**, while using nondirectional ant.; **WMST Mt. Sterling, Ky.**; and change remote control point of **KSDA Redding, Calif.**

The following were granted extensions of completion dates as shown: **WSM-TV Nashville, Tenn.**, to 5-21-58; **WSBR Warwick, R. I.**, to 2-15-58; **WTIF Tifton, Ga.**, to 1-1-58, condition; **KUPI Idaho Falls, Idaho**, to 12-26; dismissed as moot mod. of cp for extension by **KRTV Walla Walla, Wash.** (cp cancelled and call letters deleted 9-19-57).

Actions of Oct. 23

WDZ Decatur, Ill.—Granted acquisition of positive control by **Charles C. Caley** through purchase of stock from **Frank C. Schroeder, Jr.**

KBKC Mission, Kans.—Granted mod. of cp to make changes in directional ant. pattern, and change studio location; condition.

WSEE Erie, Pa.—Granted mod. of cp to change ERP to vis. 1000 kw, aural 500 kw; ant. 940 ft., type trans., ant. system and height, other equipment change.

The following were granted extensions of completion dates as shown: **KXAB-TV Aberdeen, S. D.**, to 4-15; **WRCV-TV** (main trans. and ant.) **Philadelphia, Pa.**, to 1-20-58.

Actions of Oct. 22

WARK Hagerstown, Md.—Granted license covering installation of new aux. trans. at main trans. site and to operate by remote control.

KMOP Tucson, Ariz.—Granted license for am station.

KVOS Bellingham, Wash.—Granted permission to transmit, by means of an off-the-air pickup, the television program **Ed Sullivan Show**, Sundays, 8:00 to 9:00 p.m., PST, broadcast in the United States over **KVOS-TV Bellingham, Wash.** to **Canadian Television Broadcast Station CBUT Vancouver, British Columbia**, for broadcast in Canada over CBUT, for period beginning Sept. 29, 1957 and ending 3 a.m., EST, Feb. 1, 1960.

WNIK Arecibo, P. R.—Granted mod. of cp to make changes in ant. system (increase height) and change type trans.; conditions.

KAMP El Centro, Calif.—Granted mod. of cp to change ant.-trans. location.

KUBC Montrose, Colo.—Granted authority to operate aux. trans. by remote control while using nondirectional ant.

WJEJ Hagerstown, Md.—Granted authority to operate trans. by remote control.

Actions of October 21

WTAO Cambridge, Mass.—Granted license to use old main trans. as an alternate main trans. at main trans. site and mod. of alternate main trans. license to operate alternate main trans. by remote control (fm location).

WAIU-FM Wabash, Ind.—Granted request for cancellation of license, deletion of call letters.

WSB-FM Atlanta, Ga.—Granted extension of permission to remain silent for an additional 90 days (Feb. 3, 1958).

WGAU-FM Athens, Ga.—Granted license covering change of frequency from ch. 273 (102.5 mc) and make changes in ant. system.

KPOL-FM Los Angeles, Calif.—Granted license for fm station.

WARK-FM Hagerstown, Md.—Granted license for fm station.

WHVH Henderson, N. C.—Granted assignment of license to **WHVH, Inc.**

KUDY Littleton, Colo.—Granted license for am station.

KSEL Lubbock, Tex.—Granted license covering mount of fm ant. on the SW tower (no change in height); conditions.

WTAO Cambridge, Mass.—Granted license covering installation of new type trans. and operate trans. by remote control (main trans.).

WWSW-FM Pittsburgh, Pa.—Granted cp to install fm ant. new tv tower, increase ERP to 50 kw, ant. height to 940 ft., and make changes in ant. system (main trans.), and operate trans. by remote control.

WNOG Naples, Fla.—Granted cp to make changes in ant. system (decrease height).

The following were granted extensions of completion dates as shown: **WJDM Panama City, Fla.**, to 12-31; **WFLB-TV Fayetteville, N. C.**, to 2-21-58; **WTYT Titusville, Fla.**, to 12-31; **KSL-FM Salt Lake City, Utah**, to 5-4-58; **WGLI-FM Babylon, N. Y.**, to 5-1-58.

Action of October 18

KFBC Cheyenne, Wyo.—Granted authority to operate trans. by remote control.

Correction to report dated Oct. 22: Facility for **KDIX-TV Dickinson, N. D.**, should have been shown as vis. 26.3 kw, and call letters for **Northeastern Bcstg. Co. Inc., Presque Isle, Me.**, should have been shown as **WABQ**.

UPCOMING

November

Nov. 4: Radio-television clinic, U. of Illinois.

Nov. 5-7: 11th National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

Nov. 7-8: NARTB-American Medical Assn. joint conference on use of radio and tv in health field, Sheraton-Blackstone Hotel, Chicago.

Nov. 6-9: International convention, Radio Television News Directors Assn., Balmoral Hotel, Miami Beach, Fla.

Nov. 11-15: Annual convention, National Electrical Manufacturers Assn., Traymore Hotel, Atlantic City, N. J.

Nov. 13-15: First annual exhibition, Industrial Audio-Visual Assn., New York Trade Center.

Nov. 13-16: 48th Convention, Sigma Delta Chi, Shamrock Hotel, Houston.

Nov. 14: Third annual conference, Advertising Research Foundation, Hotel Plaza, New York.

Nov. 15-16: New England radio-electronics meeting, by IRE, Mechanics Hall, Boston.

Nov. 15-16: Sixth annual National Disc Jockey Festival, country music, WSM Nashville, Tenn.

Nov. 16: UP Broadcasters Assn. of Connecticut, bi-monthly meeting, WNBC-WKNB studios, West Hartford.

Nov. 16: UP Broadcasters of Pennsylvania, Holiday Motor Hotel, Mechanicsburg.

Nov. 17-20: Tenth Annual Conference, Public Relations Society of America, Hotel Sheraton, Philadelphia.

Nov. 19-20: American Assn. of Advertising Agencies, eastern region, Roosevelt Hotel, New York.

Nov. 22: Television Bureau of Advertising, membership meeting, Sheraton Hotel, Chicago.

Nov. 22: American Assn. of Advertising Agencies, east central region, Detroit.

December

Dec. 18: "Resurgent New England," state broadcaster groups organization meeting, Vendome Hotel, Boston.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

Only ONE is atop the
Continental Divide
Serving both the Atlantic and Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

Canadians Hear Need For Better Programs

The need for better programming on radio and television to increase sets-in-use featured a number of sessions at the seventh annual convention of the Central Canada Broadcasters Assn. (CCBA), held at the King Edward Hotel, Toronto, Oct. 20-22.

Sales, programming and research discussions and success reports from advertisers were heard by the 175 broadcasters, station representatives, advertisers and advertising agency executives attending the meeting, at which Baxter Ricard, CHNO Sudbury, Ont., presided.

At the closed business session Oct. 22 morning, Alan Waters, CHUM Toronto, was elected CCBA president, and Doug Trowell, CFPL London, Ont., first vice president; Terry French, CKLC Kingston, Ont., second vice president; Mary Burgoyne, CKTB St. Catherines, Ont., secretary, and Don Lawrie, CHEX-TV Peterborough, Ont., treasurer. Television directors elected were Conrad Lavigne, CFCL-TV Timmins, Ont., and Cam Ritchie, CKLW-TV Windsor-Detroit.

Elected to represent CCBA on the national Canadian Assn. of Radio & Television Broadcasters for two-year terms were Bill Hawkins, CFOS Owen Sound, Ont.; Murray Brown, CFPL-AM-TV London, Ont., and Ralph Snelgrove, CKBB and CKVR-TV Barrie, Ont. Arthur Dupont, CJAD Montreal, was elected to fill the remaining year of Jack Davidson, CJKL Kirkland Lake, Ont., who has moved to CKY Winnipeg, Man.

Next year's meeting is to be held about the same time at Ste. Marguerite, Que.

Canadian broadcasters "have scuttled their own organization," Don Jamieson, CJON-AM-TV St. John's, Nfld., pointedly told the Ontario broadcasters at the opening session. He referred to differing opinions presented to last year's Royal Commission on Broadcasting at which CARTB presented the industry view and individual CARTB member stations presented opposite or differing views.

Mr. Jamieson told the broadcasters they should not be carbon copies of each other in programming; that there should be more originality in programming, including syndication of good Canadian talent developed by independent stations; that broadcasters should support one rating service rather than many to give authority to at least one service; that broadcasters must get programming back into their own hands, instead of leaving it in the hands of advertisers and agencies.

Separate sessions were held Oct. 21 by radio and television station groups, with sales, promotion, programming and personnel problems discussed by individual station men, followed by question-and-answer periods. Research, film developments and advertiser reactions also were on the tv station group agenda. Various local and national sales promotion plans were outlined, special live shows described, and various incentive sales personnel plans discussed.

At the Oct. 22 closed session, T. J. Allard, CARTB executive vice president, outlined what the CARTB has done for broadcasters since its inception in 1926 as the Canadian Assn. of Broadcasters.

On Oct. 22 four advertising managers of national advertisers told why they use radio and television and what these media have meant for them in sales. Illustrative was a talk by A. M. Lawrence, advertising manager of Nestle Canada Ltd., Toronto, who reported greatly increased sales of the company's various products as the use of tv was boosted from 1% of the total advertising budget in 1954 to 63% in 1957. While other media amounts dropped, radio's share dropped only from 19% in 1954 to 17% in 1957.

Other advertisers who spoke during the convention were Ken Farthing, advertising manager of Canadian Westinghouse Ltd., Hamilton, Ont.; R. P. Beadon, director of advertising, Procter & Gamble Co. of Canada Ltd., Toronto; T. B. Humphrey, advertising manager of General Mills (Canada) Ltd., Toronto; and George A. Meen, advertising manager of Christie Brown & Co. Ltd. and Christie's Bread Ltd., Toronto.

KEEPING TRACK

CKNW New Westminster, B.C., has added four bloodhounds and a professional trainer to its staff as a new public service feature. Former New York state police trooper Woodford C. Cushman is now a staff member and will look after the four bloodhounds, which will help in locating lost hunters and children and perform similar services. Bill Hughes, CKNW manager, points out that hunters as well as children frequently are lost in the forest areas near Westminster, a suburb of Vancouver.

Johnson Heads Agency Group

Elton Johnson, president of Locke, Johnson & Co., Toronto, Ont., was elected president for 1957-58 of the Canadian Assn. of Advertising Agencies at the annual meeting Oct. 18 at Ste. Adele, Que. He succeeds E. V. Rechnitzer of MacLaren Adv. Co., Toronto. Vice presidents elected were D. E. Longmore, McKim Adv. Ltd., Toronto, and Palmer Hayhurst, F. H. Hayhurst Co., Toronto. W. H. Reid, Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

CBC Voted Additional Funds

Canadian Broadcasting Corp. was voted $8.1 million to take care of a deficit in the current year at the first session of the new Canadian Parliament. In the supplementary estimates announced by Finance Minister Donald Fleming, this amount was allocated to the CBC. This new sum makes a total of $43.35 million for the CBC out of the public treasury so far this fiscal year, which ends next April 30.

One Call for all You Need in

LIGHTING EQUIPMENT RENTALS

ANYTIME - ANYWHERE!

For quick service, expert advice and one low price for equipment, installation and removal, call on one of the nation's largest suppliers of temporary lighting facilities—Jack Frost. His lighting equipment inventory is unexcelled. Below are just a few of the many items available for quick delivery whenever and wherever needed.

LIGHTING
Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

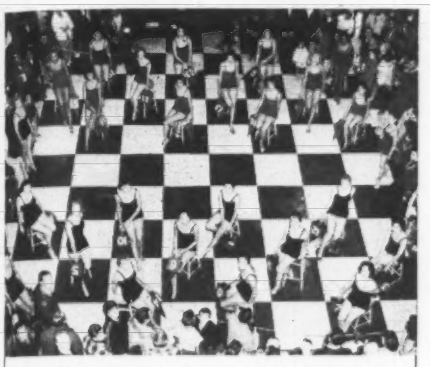
PORTABLE POWER EQUIPMENT
AC and DC Generators 15 Amps to 1500 Amps (Truck or Caster-mounted). Portable Transformers — Dry and Oil, Portable Substations.

DOLLIES
Fearless and Raby Panoram Dollies, Crab and Western Dollies.

GRIP EQUIPMENT
MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

Write or Wire for Catalog and Free Estimates

JACK A. FROST
Dept. BT
234 Piquette Ave., Detroit 2, Mich.
Canadian Office:
41 Kipling Ave., South, Toronto, Ontario



HUMAN "checkers" were used in what CKNW New Westminster, B. C., termed the "World's Largest Checker Game," which was staged by the station and Bowell-McLean Motor Car Co. The idea behind the promotion was to introduce B-M's new "Cadillac Square," a 50-by-50-foot square to be used for displaying "near-new Cadillacs." The moves of 24 "live" checkers, girls dressed in red and black bathing suits (see above), were directed from a mechanical giraffe located 30 feet above the board. When a checker reached the opposite end of the board, she was crowned and presented with a special prize.

Bermuda to Get Commercial Tv In January, ZBM-TV Announces

Bermuda's first commercial television station, ZBM-TV Hamilton, will go on the air early in January, telecasting each evening from 6-11 p.m., it has announced.

ZBM-TV estimates 70% of its programming will come from ABC, CBS and NBC in the U. S., Rediffusion Ltd. and BBC in London and the CBC. The balance will be local news and features, live and on film. The new station will work out of Radio Bermuda headquarters, where a third story has been added to accommodate ZBM-TV.

The U. S. Armed Forces' ZBK-TV Kindley Field (on 211.25 mc video) has announced it will confine programming to afternoon hours when ZBM-TV goes on the air. A Kindley spokesmen cited a U. S. Dept. of Defense policy against competing with commercial stations.

Bermuda News Bureau lists 5,000 tv sets for a population of 41,000 in the British colony.

BAB Studying Tv Viewing Data

A comprehensive research program has been started by Broadcast Advertising Bureau, Toronto, Ont., to obtain data on television viewing for promotion of the use and sale of television as an advertising medium. Karl Steeves, recently appointed tv director of BAB, a division of the Canadian Assn. of Radio & Television Broadcasters, plans five market studies to find out audience composition, time spent on viewing and audience for various types of tv advertising. The material obtained in these studies will be circulated among advertising agencies and advertisers to enable them to evaluate the tv medium's effectiveness.

ABROAD IN BRIEF

VATICAN VOICE: Pope Pius XII last Monday dedicated the Vatican's powerful new radio station at Santa Maria de Galeria, 35 miles from papal headquarters. Speaking in Latin on the station's inaugural broadcast, the Pope called for the dedication of modern inventions to spread the Christian gospel. The new facility operates both on medium and shortwave with 120 kw power on each band, broadcasting 24 hours a day in 28 languages. It replaces the old Vatican station which had been on the air since 1931.

SETS AND CYPRIOTS: Soon after Great Britain's governor of Cyprus inaugurated television service on the island last month, the National Organization for Cyprus Liberation urged citizens to boycott it by not buying sets. Leaflets distributed by the group, which is working for British expulsion from Cyprus, tell potential viewers that the English tv service is a propaganda outlet.

SWEDES TO FEED FILM: Plans are reported underway to provide European and American tv stations with film coverage of next season's world athletic events in Stockholm. These include playoffs for the World Cup in soccer, beginning in the spring of 1958, and European track and field championship events in the summer. Nearly 60 separate film stories of separate events will be provided.

It's Now Stovin-Byles Ltd.

Stovin-Byles Ltd. is new name of Horace N. Stovin & Co. Ltd., radio and television station representative firm of Toronto, Ont., with branches at Montreal, Que., Winnipeg, Man., and Vancouver, B. C. Mr. Stovin has been named chairman of the board of the firm and W. D. Byles, who joined the company in 1956 from radio-tv director of Young & Rubicam Ltd., Toronto, has been named president. Mrs. Brickee Stovin is vice president. The firm is Canadian representative for 22 Canadian, West Indian and Cuban radio stations and nine Canadian, United States, West Indian and Cuban tv stations.

CBC Sets Political Broadcasts

A series of 15 political broadcasts on both the English and French-language radio and television networks of CBC were begun last Monday. Prime Minister John Diefenbaker opened the series on English-language tv stations Oct. 28 and will open on radio stations Nov. 8. The political broadcasts are on a sustaining basis and will be divided among the four political parties having representatives in the Canadian Parliament. Five broadcasts are allotted to each of the Progressive-Conservative and Liberal parties, three to the Cooperative Commonwealth Federation (socialist) and two to the Social Credit Party. The series will be aired under the title of *The Nation's Business.*

A B C AFFILIATE CHANNEL 2
TRANSCONTINENT TELEVISION CORPORATION
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

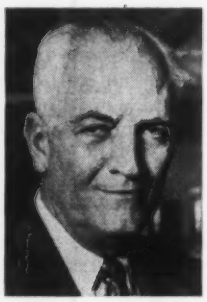
HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

THE PACKAGE IS THE BACKBONE OF YOUR TV COMMERCIAL

Proper product design and presentation gives added mileage to the tv advertiser's dollar, says Jim Nash, president, Jim Nash Assoc., New York, who also makes particular note of the requirements for color. A designer of world famous trademarks, Mr. Nash is often referred to as "The Man in Every Woman's Kitchen" because more than $4 billion worth of food products are sold annually in packages he has designed. In addition to those he mentions herewith, Mr. Nash is responsible for the CS Rooster of Colonial Stores, the Little Yellow Dog for Ken-L dog food products, the MC for McCormick's line of spices and extracts, and a long list of other familiar trademarks.



A package does not have to be especially designed for color television. In reality, television's demands on a package are no more severe than today's self-service selling. The use of color tv as a merchandising tool by advertisers will, of course, force some of the poorly-designed packages to undergo drastic changes. Such packages eventually would have to be redesigned anyhow, or lose market status. Color tv only accelerates the necessity.

Tv is no different from any other advertising medium in individual reproduction problems. For instance, where there is a photography problem involving faithful reproduction of a color, it is up to the tv producer and his staff of artists to touch up the package used before the cameras. Color tv artists can retouch the package in the same way that they make up live tv actors. Similar problems of photographic reproduction existed with black-and-white television. But over the years technicians learned how to overcome these limitations.

When a package is featured in a color commercial, the background is of utmost importance. The background should be simple and should complement the package, not detract from it. A plain background will, of course, project the package toward the viewer.

A well-designed package must have certain basic design elements:

(1) Outstanding brand identification or dominating trademark symbol. In other words, some means of tying-in all forms of advertising to the package on the shelf.
(2) A clear, concise display of the product name, or what is in the package.
(3) Proper arrangement of design elements on the package so the story is told quickly and without conflict.
(4) Psychological appeal. It is the total overall effect of your package that creates its personality and produces a sale in the eight-second average selection period a consumer has in the store.

If a package contains these essentials of good design, it can be successfully used for all merchandising, advertising or promotion campaigns and will be equally effective on tv. The major function of the package on tv is to register a product image as a visual impression on the prospective customer. This image must carry over from the tv commercial to the store shelf.

Such great strides have been made in color tv technical know-how recently that a well-designed package with good color combination and prominent product identity should require only minimum last minute make-up, such as elimination of small type, etc.

Like newspapers and magazines, television is a pre-selling medium. It pre-conditions the customer. A customer can't reach out and buy a box of pancake flour or dog food from her tv screen. She must go out and find the package on the shelf, pay for it and carry it home. In other words, goods are still sold on the store shelf and should be packaged for the store shelf.

Tv has made advertisers more aware of the value of a dominating trademark which ties in all advertising with the package on the shelf. Tv points up this contention when you remember that the manufacturer has only a few seconds to focus the customer's attention on his package to sell her. Anything that interferes with quick brand identification retards the sales value

SOME NASH FACELIFTING: A QUAKER, BOTTLE AND OWL

QUAKER OATS: The busy leaf pattern is gone from the old carton (left) and the necessary elements to stress the "Quaker" association are enlarged.

ORANGE CRUSH: The new look (right) has distinctive design, fits more comfortably in hand.

RED OWL: The symbol on package (right) ties in better with the Red Owl chain of stores and conveys a "family of products" feeling to consumer.

of the package. Simple, distinctive brand identification is a prime necessity.

For example, we created a distinctive, stylized owl head trademark for the Red Owl chain of stores in Minneapolis. It has been used to identify all their stores, private brand products, delivery trucks, etc. The Red Owl trademark has been the means of creating a family feeling among employes, as well as a family of products in the mind of the consumer.

Arresting accents of a package design rivet the customer's eye on one brand among all others on store shelves. Package design accents can be one of the means of identifying a package on tv which can be carried over to the shelf. This can be accomplished by striking color combinations, patterns, style of lettering, or by a combination of all these elements.

The familiar Indian Head on Rath Black Hawk products is the focal point in all the company's advertising and on all its packages. As Rath extends its line of frozen meats, smoked, vacuum packed and canned meats, the Indian Head symbol provides the needed quick identification and memory value. With tv costs mounting, you get more value for each advertising dollar spent when the image on the screen is tied closer to the package on the shelf. The addition of color has made tv a stronger pre-selling medium.

These fundamental principles of good package design are not restricted to any one field or any one industry. They are universal. To cite another of our recent design programs, the Snowdrift vegetable shortening container points up how research techniques and creative ability were combined to develop a package which captured the customer's interest and spending power. The Snowdrift shortening package now has an eye-catching trademark. It is a soft, realistic swirl of shortening on a wooden cooking spoon. The creamy whiteness of the shortening is emphasized by the cypress green background color. This dramatic color is new in the shortening package field and helps to make the Snowdrift package stand out on the store shelf. And the cypress green should be equally effective on color tv. The Snowdrift logotype is "split level" on the package for easy readability.

Snowdrift embarked on an extensive campaign to launch the new package and to introduce the product into tv territories. Billboards, magazine ads and tv were used, all featuring the package prominently. The dramatic color and snowflake accents of the package design were used for in-store displays, fashion tie-ins, etc. Less than two months after introducing the new package in all tv markets, Snowdrift had achieved 75% distribution. What better proof is there that a package properly designed to sell itself on the store shelf is also a successful package for both black-and-white and color tv?

Once a package has the essential design elements that are equally good on the shelf and tv, other features, such as merchandising offers or premiums, can be added to provide viewers with a change of pace without losing the tie-up between the tv screen and the store shelf.

The Quaker Man trademark of the Quaker Oats Co. also exemplifies the basic design elements of strength, simplicity and emphasis that make it a good package for tv and all forms of advertising. Once seen in a tv commercial, the package is remembered by the viewer when she moves up and down the aisles with her shopping cart. When we redesigned the trademark, which used to be a full figure in a square frame with a busy leaf pattern decoration, we pointed out that the only necessary elements that said "Quaker" to the average person were the hat, hair-do and stock.

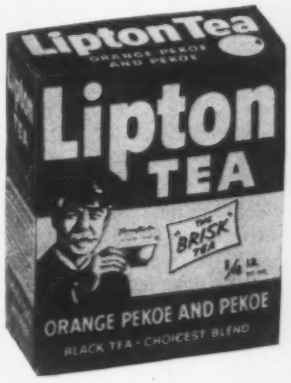
Modernizing and simplifying the familiar symbol enabled us to enlarge the symbol for quicker and more forceful identification in the same space, and also made the package appear larger. The simplified symbol is more dramatic, regardless of the size in which it is reproduced. This change caused no loss of consumer franchise.

The new-design Orange Crush bottle has been upping sales by as much as 10 and 20 times the former volume in the U. S. test markets. The bottle design is a new concept and departs entirely from its old shape to achieve a distinctive appearance and comfortable feeling in the hand. It was important, to be sure, that this new bottle would work on the existing machinery. Therefore, we made a study of the cleaning and filling equipment currently in use to be sure the new design would be practical. In addition to being a strong merchandising tool, the new bottle is rugged for constant re-use and economical for a product selling at a low retail price. The distinctive shape of this bottle can be recognized on the tv screen, even if the reproduction is poor.

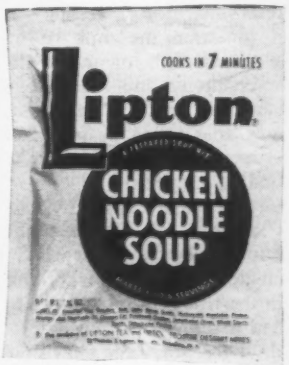
To get full value out of tv expenditures, it behooves a manufacturer to be sure that his package will reproduce well in color or in black and white. Tv reception varies in different localities. Therefore, the package should have some strong birthmark that will identify it even when reception is poor.

Two good examples of the kind of sharpening up that can be done to make packages reproduce well on tv are Lipton Tea and Lipton Soup Mixes. Lipton uses tv extensively. Lipton's management realized their packages must register on the tv screen if the advertising dollars were to produce good results.

Studies were conducted. These, plus experience and observation, showed that the basic design elements of the Lipton Tea package could be retained. They were strong and simple and enjoyed wide consumer recognition. Therefore, simplification and strong emphasis on primary elements were the major aims of the new tea packages. The illustration of Sir Thomas Lipton was changed from an old-fashioned, detailed, literal line drawing to a poster-like representation. In this change the illustration became a definite, quickpaced trademark. Lettering style of the name Lipton was improved. The letters were shortened, broadened and given a third-dimensional effect by the use of a black shadow behind. The color scheme remained the same, but color was used in a manner that strengthened the over-all pattern. The new poster-like package is highly photographic, and has the memory value necessary to carry over from a tv screen to the shopping cart.



The design approach to the Lipton Soup Mix packages was quite different. Here the aim was to create a brand new, clean, bright inviting appearance. On the new packages color steps up the attention value, but even in black and white tv the basic elements come through strongly and sharply. On the white background of the soup carton there is centered a bull's eye that carries in large letters the name of the particular kind of soup. The name Lipton occupies the full width of the package at the top. The same basic design is carried over to individual laminated foil packets inside the carton. The simplicity of design on these soup packages makes for top memory value, for stronger shelf identity and tv pre-sell recognition.



These are but a few examples from the many case histories which prove the necessity of having a well designed package—a design that enables all advertising effort to be identified with it at the point of sale.

'ASCAP SHOULD OPEN ITS DOORS'

Alan Bell, president of Bell Productions Inc., New York programming firm, says the public prescribes music tastes, that ASCAP charges against BMI are without basis. Here are some of his thoughts:

If the effect of more BMI music being aired is annoying to ASCAP, then it should take inventory, do a little house cleaning, open its doors to more writers and publishers, and encourage more creative activity within its fold.

It takes the wildest kind of imagination to believe that the cause of this effect is a monopolistic control of radio and tv stations, especially in the light of the fact that no writer, publisher, record company or artist has been able to "sell" music by forcing it into public ears. The public has, and always will, dictate what it wants to hear.

For far too many years ASCAP dominated the music world unopposed. Its independence and monopolistic attitude created BMI. It had to happen when ASCAP pulled the rug from under the radio stations. BMI came, saw and conquered. Its track record of open-door policies to writers and publishers, clinics, scholarships and educational services point to progress.

The likes and dislikes of the public are as changeable as the weather. The rhythm and blues and rock 'n' roll tunes, which come mainly from BMI publishers, reflect not only a present day fad but the ability of these same publishers to supply the demand for these kinds of numbers. By the same token, a rebirth of all the great show tunes under the ASCAP banner could be another fad. Then imagine the folly of BMI writers trying to sue ASCAP for this "monopoly."

When ASCAP writers had unrestricted use of the airways they produced a sufficient number of "dog" tunes to realize that prediction of public taste defies any formula. The reason for a song's success is based upon a number of complex situations and factors unavailable for analysis. Many artist and repertoire men have been hired for their abilities to predict hits. But in the final analysis they played the field and depended on the law of averages. Most important, ownership of a station or stations has no bearing on the musical tastes of the public. The majority of the disc jockeys feel a moral obligation to their public and will not be forced into playing music the people don't want. No station would retain an ASCAP license if it were not its intention to utilize the service. If ASCAP held the controlling interests in a majority of radio stations, it would not be able to expose any more of its music or of BMI's. The balance of the power remains in the hands of the listening audience.

PLAYBACK

QUOTES WORTH REPEATING

'FEAR OF A SPONSOR'S FIAT'

Television entertainment (as distinguished from news coverage) has yielded to advertiser pressure and dares not alienate even the smallest segment of its audience by presenting controversial issues or subjects in its programs, according to Leo Rosten, editorial adviser for Look *magazine and author (under a pen name) of* The Education of H*Y*M*A*N K*A*P*L*A*N. *Writing in the October* Harper's, *he said:*

I had always known that tv producers are indentured to sponsors, who wield (I am told) a fat and final club. But it is precisely that misalliance of purposes which interests me. For it seems self-evident that to strain the milk of life through the cheesecloth of advertising must curdle creativity and—more ominous—contaminate truth. We should know by now that when soap makers commission operas they get a form of garbage called soap-opera.

. . . Overlords will learn, someday, what the movies already are learning: that there is a much larger audience for stories which depart from banality than timid and (in the true sense) irresponsible producers had assumed.

Meanwhile, I feel sorry for television's proletariat, who live in fear of a sponsor's fiat and have to work between the interstices of an advertiser's rulings. And I have the deepest sympathy for sponsors, who live in terror of a few protests from Yahoos and self-appointed patriots whenever something "controversial" gets on the air.

If I were an advertiser, I would launch a crusade to try to get the men who run television to act like men. I would ask them to do their job and let me do mine. I would only want responsibility for the commercials. I would ask the networks to act like editors—so that I could regain the freedom to behave the way a well-brought-up businessman with a product to sell knows, in his heart, he ought to behave. I would tell television writers and producers to be guided by the truth and their own talent—not by what they guess my anxieties or prejudices or whims might be.

FORMULA FOR BELIEVABILITY

David Bascom, board chairman of Guild, Bascom & Bonfigli, speaking Oct. 12 to the AAAA meeting at Sun Valley, Idaho, said that advertising must persuade by logic and influence on the emotional plane. His address contained these seven rules for advertising:

I'd like to give the seven rules by which we bring—or try to bring—believability and conviction to our advertising:

(1) Freely admit the shortcomings and deficiencies of your product. It's often difficult to get clients to buy this idea but it's worth the effort. It's quite disarming to freely admit, for example, that your pickles or peanut butter will not filter their smoke, make their hair curly or do much, if anything, to help their love life. An admission of weakness, whether facetious or serious, relevant or irrelevant, gives a great deal more strength to the serious claim that follows. Furthermore, we know that people absolutely detest seeming perfection in other human beings. So when your product openly confesses that it falls a little short of being perfect, it gains a more likeable, believable human quality.

(2) Don't denounce your competitors. It isn't believable. It isn't necessary. It's an unpleasant hangover from the advertising techniques of 50 years ago. Have you ever noticed in Ogilvie's Hathaway shirt ads the complete absence of corny comparisons with other shirts? And you know how successful that campaign is. In our own advertising for hot Ralston, we freely admit that other hot cereals deserve a place in your kitchen. We simply ask that you serve Ralston once or twice a week for a change. It seems to be working.

(3) Avoid the sly, tricky phrases, designed to get things past the scrutiny of the Federal Trade Commission or Pure Food and Drug. The consumer is smarter than often given credit for being. For example, what do you mean when you say a certain product will "take care of" up to twice as much stomach acid? Does "take care of" mean that it gets rid of it, camouflages it or gives it new life and vigor? Stay away from weasel words.

(4) Talk to one person instead of your presumed vast audience. On television, particularly, the familiar terms, "yes, friends," and "ladies and gentlemen" are well calculated to make any viewer feel that this message is not for him or her.

(5) This applies only to television; don't spread your announcer too thin. The salesman who is seen advertising toothpaste on Monday, cigarettes on Tuesday, automobiles on Wednesday, stomach pills on Thursday, and so forth, loses his believability.

(6) Humor, when properly done, can greatly add to the climate of believability. But be careful. When it's poorly done, it can do more harm than good.

(7) Throughout the advertising maintain a basic attitude of trying to win friends and customers rather than to simply make sales of the moment.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"But, Doctor... he's not himself any more"

"DOCTOR, I don't know what's come over Tom. He has always been happy . . . considerate of me and everybody else. But for months now, he has been changing. He broods a lot, his temper's quick and he is always complaining about his health. I can not get him to see you or any other doctor. Claims his trouble will eventually wear off."

Doctors hear of many situations like this, and they *know* that medical advice in such cases is often essential. Of course, we all have emotional upsets at times.

However, when disturbing feelings *persist* . . . when a person is so worried, anxious or depressed that he does not seem like himself any more . . . the source of the trouble must be sought, and corrective steps taken.

Doctors have become increasingly aware of the effect of the emotions on physical health. There is no longer any doubt that illness of emotional origin is just as real as appendicitis or pneumonia or any other physical ailment. No matter what the physical symptom is . . . for example—nagging headache, digestive upsets, irregular heart beat or backache . . . something can usually be done about it.

In fact, studies made by the National Association for Mental Health show that almost 50 percent of all people seeking medical attention today suffer from conditions brought about or made worse by emotional factors.

A visit or two with the doctor may reveal the underlying cause of the physical disturbance. This is frequently something that the patient does not even suspect. Once the source of the trouble is found . . . and the patient understands how his emotional reactions are playing havoc with his health . . . a successful recovery can usually be anticipated.

So, if you find yourself . . . or any member of your family . . . becoming persistently overwrought, irritable, exhausted or unduly nervous, seek your doctor's help . . . and the sooner the better. For emotional disorder, like a physical illness, can be treated with greater hope of success when therapy is started promptly.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

How to Wrap Up a Region

Rich Upstate New York is yours with only 4 Leading Radio Stations

NEW POLITZ STUDY SHOWS POWER and IMPACT of THE BIG FOUR

Wrapping up an entire region with a population of better than 5½ million adults is probably not new in marketing and advertising circles. But prudent choice of media—economy and convenience can be great problems. How can you be sure your choice is right? For example, how would you saturate Upper New York State at the lowest possible cost?

A recently completed Politz study of this great, rich composite market has produced evidence that you can literally capture Upper New York State with just four radio stations—stations that command the *respect* and *trust* of their listeners. THE BIG FOUR—WBEN (Buffalo), WHAM (Rochester), WGY (Schenectady), and WSYR (Syracuse) will do it.

The BIG FOUR stations cover 88% of this composite market consisting of 52 counties. Considering the low cost factor, that makes it a tremendously big buy *for numbers alone*. And when you add to that the trusted character of these great stations, which makes people *heed* as well as *hear*—you have such a big buy you can't afford to overlook it. Previous Politz studies have shown the power of *great* radio stations in individual markets. But, not until now, with this new regional study, could you definitely know what a big buy the BIG FOUR is in combination.

If you would be interested in seeing the complete facts based on this latest Politz study, call any Christal office for a date.

The Big Four is the Big Buy

WBEN • WHAM • WGY • WSYR

BUFFALO ROCHESTER SCHENECTADY SYRACUSE

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE •

HERE'S WHAT TYPICAL BUDGETS WILL BUY ON THE BIG FOUR STATIONS

$18,000 . . . . *15 one-minute selling messages weekly for 10 weeks.*

$38,000 . . . *15 one-minute and 10 twenty-second announcements weekly for 18 weeks.*

$54,000 . . . *30 one-minute announcements weekly for 20 weeks.*

$85,000 . . . *5 quarter-hour newscasts weekly, including all costs, for 52 weeks.*

MONDAY MEMO

from **JEREMY D. SPRAGUE,** *time buying supervisor, Cunningham & Walsh*

FACTS—NOT FANTASY—BELONG IN MEDIA PRESENTATIONS

Before I start to throw stones, I would like to compliment those who have had a hand in creating good, intelligent, pleasant-to-see presentations. And there have been many excellent presentations, fortunately for the agency personnel who must review them and unfortunately for the media people whose efforts show up badly by comparison.

By "presentations" in this discussion, I refer to the formal recommendation, and not to the casual but specific suggestion (written or oral) or to trade paper advertising. Properly, they are all presentations; however, the approach in each case is different and, about each, one could write a book.

The purpose of a presentation is to convert a non-user into a user, or to increase the degree of use. To achieve this conversion certain important selling points must be fully covered, and it is not enough to repeat that you understand the client's problem and have THE answer. His client's problem, any media buyer will tell you, is rarely understood by the presentation-maker.

Each presentation must take its audience step by step from a discussion of the market and its desirability through a complete description of the recommended plan, including an outline of how the approach is suited to the problem, and finish with a complete and accurate summary of what the advertiser must spend and what he will get for his money.

Now I certainly don't mean to imply that all presentations should follow a stereotyped pattern, with sections "A" "B" and "C" clearly labeled, that can be run off en masse with room for the advertiser's (*any* advertiser's) name to be inserted. Unless a presentation is original, interesting, and tailor-made, it won't get a second glance.

However, if the presentation doesn't give the complete background, the complete reasoning, and the complete money/value story, it's a dud. Leaving room for future questions can be a good hook, but the omission of justification and substantiation is inexcusable.

HERE'S HOW THE BALL CAN BE FUMBLED

There are certain categories of presentation which, in my opinion, prevent more sales than they create:

THE HALF-TRUTH: "Our station reaches twice as many homes as the other independent in town." (But less than the network station. And the station across the river has five times as much audience in our town as the three of us put together.)

You may fool some of the people some of the time, but the next time buyers compare notes at a CBS boat ride your name will be as muddy as the Jersey Meadows.

THE HALF-SELL: "And, gentlemen, that's why the Garfle account should actively seek the farm market." (Garfle promptly signs a contract for regional farm magazines, but your whole idea was to get them into *Farm and Barn Hour* on radio.) Evidently, somebody forgot the fertilizer. But have heart, at least you have them interested in the market.

THE NON-PRO: "Newspapers are definitely not the medium for your product." (So we've wasted our money for 20 years. Who gave the pitch, was it tv or outdoor? And what do they know about newspapers anyway.)

As a result, the client leaves his money right where it's always been. The only thing you've sold him is off that restaurant you used for the pitch; the roast beef was tough, and it was too far uptown. Moral: Don't be "anti" unless you have something solid to sell.

THE 19 COUNTIES vs. 19th STREET: "Based on families within our Grade B contour, we are bigger than the nation's fifth market." (Based on the fifth market's Grade B, you rank two below the bottom.)

Comparing apples and oranges is easier than comparing coverage patterns with metropolitan areas. Mixing lobster thermidor and banana ice cream is safer. Stations continue to do it, however, and never seem to wonder why the agency doesn't cancel Detroit in favor of Twentynine Palms.

There are the stones. Not all of them, by a long shot, but enough to make the point that media buyers want facts, not fantasy. Reasons for, not only reasons against. Substantiated data, not blue sky. Valid comparisons, not empty phrases. What many media and representatives fail to realize is that the agency buyer is a whiz on finding holes in presentations. Not only because of the multitude of pitches he is exposed to, but because he must prepare them for and deliver them to his clients. He is on both sides of the presentation fence, and is therefore doubly cautious.

RECOGNIZE THE BUYERS' INTELLIGENCE

A buyer would like to buy; it's his job. All too often he is placed in a dilemma, however, when the opening phrases of a presentation antagonize him to the point where he won't buy—even when offered, at the tail end, 100% market coverage at zero cost-per-thousand sales conversions. He is told that he has been buying the wrong way for X number of years, and his intelligence is insulted by the display of obviously misinterpreted statistics. Bear in mind that the buyer, too, is a media expert, and should not be "talked down" to. "But we sold three clients," says the representative. Well, it might have been 30 with the proper approach.

Before starting this essay, I had in mind a page of bouquets to the vast number of imaginative and persuasive presentations we in the agency field are exposed to. You can see how it developed! To be sure, many presentations are outstanding in a favorable sense. Almost any media man can recall the time he was sold when he intended to buy, or chose network when asked to investigate spot, or used newspaper "B" although newspaper "A" had previously been foremost in his mind.

Unfortunately it is true, though, that in looking back, the few bad examples made more of an impression than the many good ones.

Regardless of the above griping, we sincerely want the various stations, publications, and organizations to keep pitching. Through presentations the buyer learns of new developments, and without this information he cannot do a thorough job for his clients. But please—give us the complete story, and, above all, make it believable. Based on the increasing number of media (and their representatives) who are using professional research help and hiring full-time sales promotion experts, we hope the trend toward greater believability is on the rise.

Jeremy Sprague; b. in Manhattan. Started in 1949 with Compton Advertising after a brief experiment in commercial photography. On leave of absence during 1951 and 1952 to serve in U. S. Navy. Returned to Compton when his tour of duty was completed. In November of 1954 joined the media department of Cunningham & Walsh.

Congress in the Toll Tv Slot

THE FATE of on-the-air subscription television, it now is plain, will be decided in the U. S. Congress and not by the FCC.

Indeed, the FCC wants it that way. Its "First Report" outlining conditions under which it would consider applications for toll tv franchises [GOVERNMENT, Oct. 21] was a clear invitation to Congress to take the whole question off the Commission's hands. There is strong evidence that the invitation will be accepted.

Last week Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, reiterated his belief that Congress ought to decide the toll tv question. His speech, an eloquent summary of arguments against toll tv, is reported elsewhere in this issue.

The week before Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, questioned the FCC's authority to deal with toll tv, as he had repeatedly questioned it before, and issued a reminder that his committee would hold hearings on toll tv beginning next January.

Senate interest in the question was expressed last week when Sen. William Langer (R-N. D.) surveyed the entire population of Bartlesville, Okla., where a closed-circuit system featuring movies is operating, to find out whether the residents were for or against subscription television. The results, when tabulated, ought to be illuminating even though the operators of the Bartlesville system insist that it is not subscription television but a movie theatre delivered to the home.

Opponents of subscription television may be cheered by these examples of Congressional resistance to the notion of attaching a box-office to tv. It would be well to remember, however, that two congressmen and one senator—no matter how influential they may be as individuals—do not add up to an overwhelming expression of Capitol Hill thinking. Many more legislators must be persuaded to take an interest in the issue before it is placed in a position of importance on the Hill.

What is needed, of course, is an expression of public opinion. Congressmen and senators act when their constituencies want them to. So far there has not been enough pressure from the public to move most legislators to interest themselves in pay tv.

A number of large organizations, including the AFL-CIO, veterans groups and women's clubs have passed resolutions opposing or at least questioning toll tv. These resolutions will have little effect on the Hill unless the memberships of the organizations reinforce the resolutions with action. Opponents of subscription television would be well advised to stimulate that action.

It seems to us that one of the most compelling arguments against toll tv is that it would eventually squeeze free service off the air. Frank Stanton, president of CBS, and Robert Sarnoff, president of NBC, have publicly announced that although they dislike the prospect, their networks would be forced by economic necessity to turn to subscription operation if toll tv developed. This is a prospect which we doubt that the public would like. It is a prospect with which the public must be made acquainted.

As we said, the fate of subscription television will be decided by the U. S. Congress. It could be decided in favor of subscription television for want of a conclusive expression of public sentiment against it.

Commission and Omission

PROBABLY the most obvious conclusion to be drawn from the Frey report on advertising agency services and compensation is a fact that has been inescapable all along—that this relationship is a complicated thing and there is no overnight cure for its problems.

Prof. Albert W. Frey of Dartmouth, when commissioned by the Assn. of National Advertisers a year ago to make this exhaustive and impartial study, promised no panacea, and in his preview to ANA last week he gave none.

He did offer a glimpse at a voluminous mass of findings—to be detailed in the final report this winter—that should encourage soul-searching by both advertisers and agencies and smooth the way for mutually beneficial adjustments.

Since compensation has been the nub of the controversy between advertisers and agencies, it is a bit surprising to learn that 85% of the "advertising managers" considered the media commission system as either "satisfactory" (60%) or at least "the most practical method" (25%). Even more surprisingly, because largely it has been the advertisers who have demanded a review of the age-old 15% commission system, more advertisers than agencies—and more advertisers than media—regarded the present system as "satisfactory."

Drawn for BROADCASTING by Sherwin L. Tobias

"I dreamed I. . . ."

Yet the fact that 12% of ad managers, 10% of agencies and 17% of media called the current system "neither satisfactory nor practical"—not to mention the larger numbers who considered it unsatisfactory but nevertheless the most practical—cannot be dismissed as insignificant.

It is interesting, too, that almost 30% of ad managers and 30% of media—as against 10% of agencies—would prefer an alternative method of compensation in which the media commission would be eliminated but advertisers would be allowed to buy time and space at net rates and agencies would be paid agreed-upon fees for their services.

The response was more nearly as expected on the sore question of agencies getting 15% commission on packaged television and radio programs. The majority of advertising managers clearly felt agencies should get "less than 15%" if the agencies did not themselves produce the program, but an even larger majority of agencies felt they were entitled to 15% in such cases and some thought they should get "more than 15%."

The preview pointed up many other pertinent situations, among them the fact that many advertisers do not follow the straight media commission system in paying their agencies. More basic, perhaps, is the fact that advertiser-agency relationships are considerably short of idyllic. Prof. Frey made clear that this is not the fault of either side exclusively; neither house is completely clean.

Whatever its ultimate influence, the Frey report offers a starting point—indeed the stimulus—for new studies of the historic relationship of advertiser, agency and media. It is to be emphasized that media must figure in the studies and in negotiations which may lead to altered compensation plans.

For it is the media that pay the agency's commission. A wholesale abandonment of the present system would evoke for media serious rate-making problems. It is one thing for an advertiser to say he wants to pay the agency a service fee and the medium a net price (without agency commission) for time and space. It is another and more complicated thing for media to readjust to such conditions.

Current rates, especially for national advertising, have developed in consideration of the fact that most of the advertising is commissionable. Media have paid the commission at least partly because agencies perform production and other services which media might otherwise have to do.

The whole problem is so complicated that it cannot be hastily resolved. In the process of resolving it, or at least attacking it, media have a stake of equal importance to that of the advertiser and the agency.

KPRC TV, Houston . . . *because*

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives